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A REDEVELOPMENT AND ADAPTIVE RE-USE STUDY: FOURTH STREET AND  
THE LINCOLN AND VICTORY HIGHWAYS IN RENO, NEVADA

by

CHRISTINA L. FOCKLER

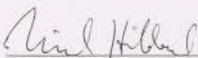
A TERMINAL PROJECT

Presented to the Historic Preservation Program, School of Architecture and Allied Arts  
and the Graduate School of the University of Oregon  
in partial fulfillment of the requirements  
for the degree of  
Master of Science

March, 2 2004



"A Redevelopment and Adaptive Re-Use Study: Fourth Street and the Lincoln and Victory Highways in Reno, Nevada," a terminal project prepared by Christina L. Fockler in partial fulfillment of the requirements for the Master of Science degree in the Historic Preservation Department. This terminal project has been approved and accepted by:



Michael Hibbard, Chair of the Examining Committee

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2 March 2004  
Date

Committee in Charge: Michael Hibbard, Chair - Professor /Department Head Department  
of Planning, Public Policy & Management  
Mella Harmon - Nevada State Historic Preservation Office  
Peter Keyes - Associate Professor - Department of Architecture

The following is a list of the names of the persons who have been  
admitted to the office of the Secretary of the State of New York  
since the first of January, 1892, and who have been sworn in  
as members of the office of the Secretary of the State of New York.

*John W. Smith*  
John W. Smith, Secretary of the State of New York.

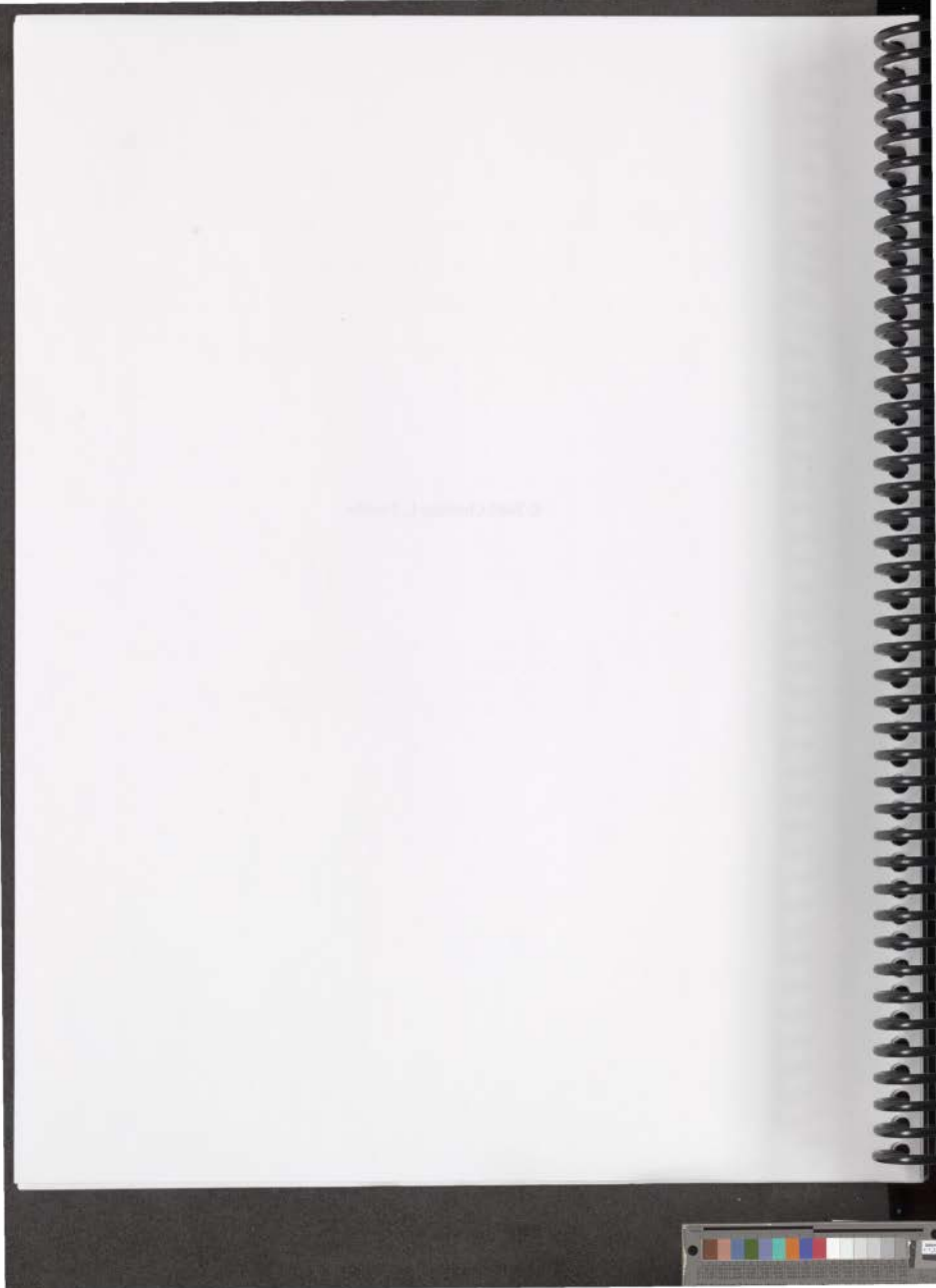
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since the first of January, 1892, and who have been sworn in  
as members of the office of the Secretary of the State of New York.





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## An Abstract of the Terminal Project of

Christina L. Fockler

for the degree of

Master of Science

in the Historic Preservation Department,  
School of Architecture and Allied Arts

to be taken

March 2, 2004

Title: A REDEVELOPMENT AND ADAPTIVE RE-USE STUDY: FOURTH STREET  
AND THE LINCOLN AND VICTORY HIGHWAYS IN RENO, NEVADA

Approved: \_\_\_\_\_

Michael Hibbard

This project summarizes the history of Reno, Nevada and its growth as a city by its many modes of transportation such as the transcontinental railroad and two of the nations first transcontinental highways. A brief history of Reno is outlined, including a history of the Lincoln and Victory Highways, which both traversed through Nevada merging at Fourth Street in Reno.

This project researches the historic buildings associated with the transcontinental highway systems and also those built prior to the highways. Buildings that remain along the East Fourth Street corridor are described in terms of their history, relation to the street, current condition, and recommendations for adaptive re-use. Ideas for redevelopment of the streetscape as a whole are discussed utilizing programs to promote the historic significance of the streetscape. Recommendations for adaptive re-use of these buildings are also included.

1. The first part of the report is a general introduction to the project. It should state the purpose of the study, the objectives, and the scope of the work. It should also mention the names of the people involved in the project and the date when the report was written.

2. The second part of the report is a description of the methods used in the study. This should include a description of the data collection methods, the statistical methods used to analyze the data, and any other methods that were used.

3. The third part of the report is a discussion of the results of the study. This should include a description of the findings, a comparison of the findings with previous research, and a discussion of the implications of the findings.

4. The fourth part of the report is a conclusion. This should summarize the main findings of the study and state the overall conclusions. It should also mention any limitations of the study and any suggestions for future research.

5. The fifth part of the report is a list of references. This should include a list of all the books, articles, and other sources that were used in the study. The references should be listed in alphabetical order of the author's name.

6. The sixth part of the report is an appendix. This should include any additional information that is relevant to the study, such as raw data, detailed calculations, or other supporting materials.

Appendix



## CURRICULUM VITAE

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October 1996 – May 1999



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# UNIT 1: THE HISTORY OF THE UNITED STATES

1. The first settlers of the United States were the Native Americans. They lived in the land for thousands of years before the Europeans arrived.

2. The first European settlers came to the United States in 1492. They were the Spanish explorers who discovered the New World.

3. The first English settlers came to the United States in 1607. They were the Pilgrims who founded the Plymouth Colony.

4. The first American Revolution was fought in 1776. The American colonies fought against the British to gain independence.

5. The first American President was George Washington. He served from 1789 to 1797.

6. The first American Civil War was fought in 1861. It was fought between the Northern states and the Southern states.

7. The first American President to be elected in 1800 was Thomas Jefferson.

8. The first American President to be elected in 1800 was Thomas Jefferson. He served from 1800 to 1809.

9. The first American President to be elected in 1800 was Thomas Jefferson.

10. The first American President to be elected in 1800 was Thomas Jefferson. He served from 1800 to 1809.



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# 1. Introduction

1. The purpose of this study is to investigate the effects of the proposed system on the performance of the system.
2. The study is divided into two main parts: a theoretical analysis and an experimental evaluation.
3. The theoretical analysis is based on the principles of the proposed system and its expected performance.
4. The experimental evaluation is based on the results of the experiments conducted on the proposed system.
5. The results of the experiments show that the proposed system significantly improves the performance of the system.
6. The results also show that the proposed system is robust to various types of input data.
7. The results further show that the proposed system is able to handle large amounts of data efficiently.
8. The results also show that the proposed system is able to handle complex tasks with ease.
9. The results further show that the proposed system is able to handle a wide range of input data.
10. The results also show that the proposed system is able to handle a wide range of output data.
11. The results further show that the proposed system is able to handle a wide range of input and output data.
12. The results also show that the proposed system is able to handle a wide range of input and output data.
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1. The first step in the process of the scientific method is to ask a question.
2. A hypothesis is a statement that can be tested.
3. The next step is to design an experiment.
4. An experiment is a test of a hypothesis.
5. The results of an experiment are called data.
6. Data are the facts and figures collected during an experiment.
7. The next step is to analyze the data.
8. Analysis is the process of looking for patterns in the data.
9. A conclusion is a statement that summarizes the results of an experiment.
10. A conclusion is based on the analysis of the data.
11. The final step is to communicate the results of an experiment.
12. Communication is the process of sharing the results of an experiment with others.
13. The scientific method is a process of asking questions and finding answers.
14. The scientific method is a way of thinking that is based on evidence.
15. The scientific method is a way of learning that is based on observation and experimentation.
16. The scientific method is a way of solving problems that is based on logic and reason.
17. The scientific method is a way of understanding the world that is based on curiosity and exploration.
18. The scientific method is a way of improving our lives that is based on knowledge and innovation.
19. The scientific method is a way of making progress that is based on persistence and hard work.
20. The scientific method is a way of achieving our goals that is based on determination and courage.



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1. The first step in the process of the scientific method is to make an observation or ask a question.
2. The second step is to do background research.
3. The third step is to form a hypothesis.
4. The fourth step is to test the hypothesis by conducting an experiment.
5. The fifth step is to analyze the data and draw a conclusion.
6. The sixth step is to communicate the results of the experiment.
7. The seventh step is to repeat the experiment to verify the results.
8. The eighth step is to publish the results of the experiment.
9. The ninth step is to have the results of the experiment reviewed by other scientists.
10. The tenth step is to use the results of the experiment to make a new hypothesis.
11. The eleventh step is to test the new hypothesis.
12. The twelfth step is to analyze the data and draw a conclusion.
13. The thirteenth step is to communicate the results of the experiment.
14. The fourteenth step is to repeat the experiment to verify the results.
15. The fifteenth step is to publish the results of the experiment.
16. The sixteenth step is to have the results of the experiment reviewed by other scientists.
17. The seventeenth step is to use the results of the experiment to make a new hypothesis.
18. The eighteenth step is to test the new hypothesis.
19. The nineteenth step is to analyze the data and draw a conclusion.
20. The twentieth step is to communicate the results of the experiment.



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2. The second step is to do background research.
3. The third step is to form a hypothesis.
4. The fourth step is to test the hypothesis by conducting an experiment.
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6. The sixth step is to communicate the results of the experiment.
7. The seventh step is to repeat the experiment to verify the results.
8. The eighth step is to publish the results of the experiment.
9. The ninth step is to have the results of the experiment reviewed by other scientists.
10. The tenth step is to use the results of the experiment to develop a theory.
11. The eleventh step is to use the theory to make predictions.
12. The twelfth step is to test the predictions.
13. The thirteenth step is to revise the theory if the predictions are not supported.
14. The fourteenth step is to accept the theory if the predictions are supported.
15. The fifteenth step is to use the theory to explain the results of the experiment.
16. The sixteenth step is to use the theory to explain other results.
17. The seventeenth step is to use the theory to develop new experiments.
18. The eighteenth step is to use the theory to develop new technologies.
19. The nineteenth step is to use the theory to develop new products.
20. The twentieth step is to use the theory to develop new services.

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1. The first step in the process of writing a research paper is to choose a topic. This is often the most difficult part, as you need to find a subject that interests you and is also relevant to your course. Once you have chosen a topic, you need to narrow it down to a specific question or problem that you want to explore. This will help you to focus your research and make it more manageable.

2. The next step is to gather information. This can be done through a variety of sources, including books, articles, websites, and interviews. It is important to evaluate the credibility of your sources and to keep track of where you find each piece of information. This will help you to avoid plagiarism and to cite your sources correctly.

3. Once you have gathered your information, you need to organize it. This can be done by creating an outline or by using a mind map. This will help you to see the relationships between different pieces of information and to develop a clear structure for your paper.

4. The next step is to write your paper. This is often the most time-consuming part of the process, as you need to write clearly and concisely. It is important to start with an introduction that states your topic and your research question. This will help the reader to understand what you are trying to do. You then need to write the body of your paper, which should be organized into paragraphs that each focus on a specific point. Finally, you need to write a conclusion that summarizes your findings and answers your research question.

5. The final step is to revise your paper. This is often the most overlooked part of the process, but it is crucial for ensuring that your paper is of high quality. You should read your paper carefully, looking for any errors or areas that need improvement. You should also ask someone else to read your paper, as they may be able to provide helpful feedback. Once you have made any necessary revisions, you can submit your paper.

## I. Introduction

### Once, all roads led to Reno

*Visibly our new home was a desert, walled in by barren, snow-clad mountains. There was not a tree in sight. There was no vegetation but the endless sagebrush and greasewood. All nature was gray with it.* Mark Twain, Roughing It, page 157 (Fig 1)

Reno, Nevada celebrated its 100<sup>th</sup> birthday as an incorporated city on March 16, 2003. Known as "The Biggest Little City in the World" or "The Divorce Capital of the World," Reno is really a growing, western community situated in a high-desert valley on the eastern slope of the Sierra Nevada mountain range. To the casual observer or tourist, Reno looks like any other small town in the Desert West of the United States (Fig.2).



Fig. 1. The deserts of Nevada: the Lincoln Highway. Photo from [www.roadfan.com](http://www.roadfan.com)

With the exception of the mega-casinos that

overwhelm the downtown

district, Reno is a typical community with a population of approximately 166,000 people, a university with approximately 15,000 students, and is situated within close proximity to Lake Tahoe and several major ski resorts (2003, [quickfacts.census.gov](http://quickfacts.census.gov)).

Reno has a rich and sometimes scandalous history involving pioneers moving west,

## Chapter 1: The Basics

The first chapter introduces the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research. The chapter also discusses the importance of the course and the role of the student in the learning process.

The second chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.

The third chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.



Figure 1.1: A photograph of a book cover.

The fourth chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.

The fifth chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.

The sixth chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.

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The eighth chapter discusses the basic concepts of the course. It covers the history of the field, the major theories, and the current state of research.



silver mining,

agriculture, divorce,

and gambling.

Intertwined

with these themes is

a history of Reno

that is strongly



Fig. 2. Reno, Nevada looking west toward downtown. Photo by Christy Fockler June, 2003

based on

transportation.

In the nineteenth century, the town known as Reno was founded on the banks of the Truckee River with a simple toll bridge. In time, the area became an excellent watering hole and rest stop for pioneers, miners, and settlers traveling west. During the 1850s and 1860s, the Truckee Meadows region saw many changes and fluxuations in the growth and development of the area.

In 1859, the discovery of gold near what would become Virginia City brought miners and settlers to the region searching for easy riches. Ironically, the miners extracted almost a half-million dollars of gold from the Comstock Lode and threw back the black sand, which turned out to be silver ore, a mineral that would play a huge part in Nevada's statehood (Elliott, 1987, page 62). By 1861, the Overland Stage route passed through the Truckee Meadows and Washoe Valley on its way to Carson City. The Pony Express was galloping through the state, and though it did not directly pass through the Truckee Meadows, it played an important role in the state's history. Ultimately, however it was the





railroad that transformed Reno from the dusty stagecoach stop and river crossing to a bustling town along the railroad tracks. The transcontinental railroad running west from Promontory, Utah included the Central Pacific, and later the Southern Pacific railroad lines, which traversed Reno's boundaries on their way east and west. Railroad officials chose the name of the town and built a depot three blocks from the river.

Eventually, it was the completion of two of the nation's first transcontinental automobile highways, the Lincoln Highway and the Victory Highway, in the early 1900s that further established Reno as a destination point. Combined with the popularity of Reno's easy divorce laws and the legalization of gambling, during the 1920s and 1930s, Reno found itself with a reputation for fun and guilty pleasures. The confluence of the two highways in Reno at what became known as Fourth Street allowed businesses to thrive; drug and grocery stores, a school, a baseball park, residential neighborhoods, tourist destinations such as auto camps, motor lodges, gas stations, diners, and commercial roadside architecture all lined Fourth Street.

Just as transportation helped to shape and define Reno and Fourth Street, it has also facilitated the demise of the historic streetscape. In the late 1960s, U.S. Interstate 80 was completed. Fourth Street was no longer the main east-west route through town. In the years since, Fourth Street has declined and has become a challenge to the community of Reno. Currently, Fourth Street is a conglomeration of new construction, early 20<sup>th</sup> century masonry buildings, and structures built during the 1940s and 1950s. The rundown structures consist of commercial and industrial businesses such as a steel mill and a local recycling center, a mix of agricultural feed shops for the few remaining ranchers in the area,



week-to-week or monthly hotels and motels, adult and strip establishments, late-night bars that cater to the illegal prostitution trade and the homeless population. Yet, several intact historic buildings still remain and could be vital contributors to the community. The Nevada-California-Oregon Railway building, built in 1910, is one example. It currently stands vacant, awaiting a buyer, and is in danger of demolition by neglect.

### **Issues to be Addressed**

The questions and issues to be addressed in this study will include how to preserve the theme of the historic highway (Fourth Street) as a once major artery through the downtown core of Reno. This study includes an assessment of the remaining historic structures along Fourth Street and provides recommendations for adaptive re-use of those structures to incorporate them as a functional and integrated fabric of the city core to attract tourists and encourage local community involvement.

This project summarizes the history of the Lincoln and Victory Highways and notes how they influenced the growth of Reno and directly affected the architecture and types of businesses that line East Fourth Street. Three blocks of East Fourth Street with structures dating from the early 1900s to the mid-1950s will be examined, highlighting the historical architecture in order to provide a cornerstone for the remaining stretch of streetscape. Current conditions of the structures are summarized and recommendations for adaptive re-use and redevelopment ideas are offered in order to help revitalize the area.

This case study of the Lincoln Highway and Fourth Street in Reno, Nevada provide for a better understanding of the issues regarding the adaptive re-use of historic structures. This paper also highlights the process of redeveloping a commercial downtown



core into a vital, thriving area, while incorporating the historic fabric of the commercial streetscape.

The goal of this project has been to work with the Reno Redevelopment Agency, the State Historic Preservation Office, the City of Reno, and local business owners to research solutions that adaptively re-use the historic structures and suggest ideas to redevelop the area. The objective is to identify solutions and actively seek ideas including adaptive re-use concepts, redevelopment and heritage tourism programs that will attract new businesses by developing a mixed-use environment such as downtown housing, and retail establishments, incorporating the historic assets and fabric that remain to energize the area. In turn, improvements will help to eliminate the crime and social problems that currently plague the neighborhood and will create a renewed environment for the downtown core. Re-use of the roadside motels, hotels, and restaurants and, gas stations that sprang up along the highway is a primary objective of this study.

When completed, the redevelopment of Fourth Street will contribute to the revitalization of this main artery through the city and showcase the historic landmarks associated with the Lincoln and Victory Highways, the automobile era, and Reno's transportation history.

### **Methodology**

Research for this project began by reading about the history of the Lincoln Highway. The National Park Service was contacted to review their preliminary plans drawn from a research study of the Lincoln Highway that was completed during the summer of 2002. A substantial amount of time was spent in Reno to begin my research of



East Fourth Street, including the history of Reno, current conditions of the streetscape and the historic structures, including both those built prior to the Lincoln and Victory Highways and those structures associated with the two transcontinental highways. Numerous property owners along East Fourth Street were interviewed, including members of neighborhood groups, to obtain their opinions and recommendations for adaptive re-use and redevelopment. Meetings were held with City of Reno agencies such as the Reno Redevelopment Agency, and the Departments of Public Works, Planning and Community Development in order to understand the current plans for the streetscape along Fourth Street. Research was conducted at the Nevada Historical Society and the Special Collections Department at the University of Nevada, Reno. Copies of original drawings of some of the historic structures that remain were obtained and a physical review of several of the active and vacant buildings were conducted with the building owners in order to understand their current condition. Several people were interviewed whose personal interest in the history, architecture, and preservation in Reno have helped me form ideas for recommendations for adaptive re-use and redevelopment of East Fourth Street.

Fourth Street is a ghost of what it once was during the height of the Lincoln and Victory Highway era. The schools, stables, ball fields, breweries, businesses, roadside motels, restaurants, and trees that once lined Fourth Street are now a distant memory. What does remain of this period in the form of roadside motels, hotels, railroad station, and restaurants could be rehabilitated to benefit future generations.

The following chapters summarize the history of the City of Reno, and talk about its history as it grew up around the many modes of transportation that helped to define and







create the city. The historical significance of the Lincoln and Victory highways through Reno and its importance to the development of the Fourth Street corridor will also be discussed. In chapter IV, individual buildings along East Fourth Street will be spotlighted, noting their historical significance, method of construction and current occupancy. A discussion of the current social, economic, and political challenges that Fourth Street has seen in recent years will be noted. Chapter V will assess economic and improvement programs. Ideas for possible funding solutions and recommendations to educate and inform the property owners will be examined. Design recommendations and ideas will be proposed. Current and future redevelopment plans that the City of Reno has proposed for the streetscape as well as past proposals that have been forgotten will also be addressed. Preservation ideas and recommendations for preservation and adaptive re-use of the structures that remain along Fourth Street will also be discussed. Historic maps, additional photographs, and copies of original drawings will appear in the appendix.



## II. Reno History

### The Biggest Little City in the World

*Eventually, all things merge into one, and a river runs through it. The river was cut by the world's great flood and runs over rocks from the basement of time.*

Norman Maclean, A River Runs Through It, page 104

### Pioneers and Miners

The Truckee Meadows is situated in a high desert valley surrounded by mountains, the highest of which are part of the Sierra Nevada mountain range. Cutting through the center of the valley flows the Truckee River, a focal point for early travelers who crossed the high mountain deserts on their way to California. Early travelers followed the Humboldt River west and eventually found their way into the Truckee Meadows. Following the Truckee River, they crossed the valley over the Sierra Nevada Mountains on their way to the goldfields of California. Some travelers decided to settle in the Truckee Meadows where the river provided a source of water for crops and livestock.

In the years prior to the California gold rush, a number of explorers traveled across the deserts of Nevada. Captain John Charles Frémont led expeditions from 1843 through 1853 mapping portions of northwestern Nevada. He discovered a large lake, naming it Pyramid Lake "because of the large rock formation that protruded from the water" (Elliott, 1987, page 43). Along the banks of the Truckee River, several settlements grew to serve the mass migration of pioneers (Fig. 3).

In 1859, a location known as "Fuller's Crossing" was established along the banks of the Truckee River (Elliott, 1987, page 112). C.W. Fuller built a bridge, ferry, and a

# The History of the City of London

The history of the City of London is a long and varied one, spanning over 2000 years. It is a city that has been the centre of power, commerce and culture for centuries. The City of London is a unique place, with a rich history and a vibrant present. It is a city that has shaped the world and continues to shape it today.

The City of London is a city of many firsts. It was the first city to have a mayor, the first city to have a city council, and the first city to have a city charter. It was the first city to have a city wall, the first city to have a city bridge, and the first city to have a city clock. It was the first city to have a city library, the first city to have a city hospital, and the first city to have a city school. It was the first city to have a city theatre, the first city to have a city church, and the first city to have a city synagogue. It was the first city to have a city university, the first city to have a city museum, and the first city to have a city park.

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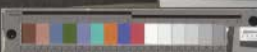




Fig. 3. Routes of Emigrant Trails. (Elliott, 1987, page 46)



small house for lodging on the banks of the Truckee River, in what is presently the center of Reno, Nevada. The bridge and lodging house provided travelers shelter and a place to rest before they crossed the impressive Sierra Nevada mountain range. In 1861, Fuller sold the property to Myron Lake, who re-built the bridge, established a hotel and trading post, and charged a toll for wagons to cross the Truckee.

The site became known as "Lake's Crossing;" today it is the location of the historic Riverside Hotel in downtown Reno (Fig. 4).

In the winter of 1846-1847, the Donner Party passed through the Truckee Meadows just before ascending the Sierra Nevada Mountains, where they



Fig. 4. Riverside Hotel in downtown Reno. Photo by Christy Fockler May, 2003

were trapped by heavy snow. Not long after the Donner Party's disastrous winter, many gold seekers passed through the Truckee Meadows on their way to the gold rush in California, en route to Sutter's Fort or San Francisco.

By 1859, when the first gold discoveries led to the exploitation of the Comstock Lode, the Truckee Meadows was home to a small number of settlers. Soon hundreds of





miners and settlers had settled in the region in their quest for riches and gold. This brought about a wave of development and population to the region (Elliott, 1987, page 118). The surge of people to the area combined with the growth of the nation during this time period stimulated development of the area and brought about immense change.

Miners passed through the area again, on their way to the silver mines of the Comstock Lode in Virginia City, Nevada. The Comstock discovery played a key role in the development and growth of the Truckee Meadows as a whole. Agriculture, transportation, mining, and population all benefited from the discovery of silver. As the population of the west increased, the U.S. Government established a number of mail routes including the Overland Stage and the Pony Express. During the eighteen months of its operation between 1860 and 1861, the Pony Express, although it did not pass through Lake's Crossing, rode across Nevada to deliver mail to Sacramento.

Several events occurred during the 1860s that propelled Nevada into further growth and development of additional routes and methods of transportation. On October 31, 1864, President Abraham Lincoln declared Nevada a state in order to acquire an additional Free State for the Union during the Civil War. The discovery of silver a few years earlier, the establishment of the University of Nevada and the resulting growth and wealth in the state also influenced the decision to give Nevada statehood (Elliott, 1987,xiii).



### The Railroads in Nevada

Perhaps the most significant event that occurred was the decision to route the Transcontinental Railroad through the Truckee Meadows. The Central Pacific Railroad looked at the Truckee Meadows as a "great transfer point for the tons of freight that would be loading and unloading for Virginia City and the satellite mining communities." (Zauner, 1978, page 7). During the few years that Myron Lake operated his toll bridge across the Truckee, he acquired a substantial amount of land. With the news that the Transcontinental Railroad would be routed through Lake's Crossing, he saw an opportunity that he could not refuse and sold 160 acres of his property to the Central Pacific Railroad for \$200.00 (Elliott, 1987, page 112). The sale of land in 1868 to the Central Pacific Railroad founded Reno. With the agreement between Lake and the railroad superintendent that a train depot would be located near Lake's Crossing, the railroad began the process of surveying the property for auction. The railroad auctioned off four hundred lots to residents and settlers. By May of 1868, nearly a hundred ramshackle structures had been built along the tracks, and train service began running on a six-day-a-week schedule to Sacramento, California (Zauner, 1978, page 8). During the construction of the transcontinental line, the train stop at Lake's Crossing was given the official title of *Reno* after Union General Jesse Lee Reno, who had died in the Civil War (Cox, 2003, page 1A).

The completion of the Transcontinental Railroad through Nevada in 1868 and its operation in the following decades became an important economic force in the state. Not only did the railroad assist in establishing and developing multiple communities along the



lines, it also provided safe transportation for passengers across the Sierra Nevada Mountains, and made it possible to transport silver ore from the Comstock Lode via the Virginia and Truckee Railroad line that eventually connected with the Central Pacific lines (Elliott, 1987, page 110). By 1872, during the height of the silver rush, the Virginia and Truckee (V&T) Railroad ran from Virginia City to Reno along Holcomb Street and connected to the Central Pacific. The large quantity of freight in both minerals and merchandise that was required by miners and settlers in the area of the Comstock Lode influenced the construction of the line. As a result of the linking of the V&T with the transcontinental line, Reno showed great promise and in 1871, the Washoe County seat was relocated to Reno from Washoe City. Warehouses and commercial buildings were constructed along the railroad tracks at Third Street and Commercial Row as shipments of supplies, livestock, processed ore, and manufactured goods were transported from Reno west to San Francisco and east to Chicago (Thompson, 1986, page 66).

In 1873, the University of Nevada was established in Elko, Nevada, a small railroad town located approximately 400 miles east of Reno. By 1885, the decision to relocate the university to Reno was made as the location would be closer to the Comstock Lode mining district and the state capital of Carson City. The university chose a site on a hill just north of the downtown core of Reno, on the corner of Ninth and Virginia Streets, overlooking the Truckee Meadows. The land was provided by the Morrill Land Grant Act of 1862, a grant that offered acreage to every state in the Union for the building of universities that taught agriculture and the mechanical arts. The first building constructed,



Morrill Hall, was completed in 1887 and classes began ([www.unr.edu/nevadanews/vol12no236](http://www.unr.edu/nevadanews/vol12no236)). The University currently serves approximately 15,000 students in nine colleges including agricultural and engineering.

In 1881, an additional railroad line came to Reno in the form of the Nevada California Railroad, a narrow gauge rail that ran from Reno into northern California

(Rowley, 1984, page 25). Reno was now

home to three railroad lines: the Virginia and Truckee, which ran from Virginia City with stops in Carson City and on to Reno; the Central Pacific transcontinental line which traversed the state; and the narrow gauge line that ran from the Sierra Valley serving the timber industry.

In the early 20<sup>th</sup> century, the Nevada California Railroad was renamed the Nevada-California-Oregon Railroad (NCO and later the Western Pacific) transported timber, agricultural products, cattle, and passengers from Reno to Lakeview, Oregon (Fig. 5). The NCO rail yards stretched from Fourth Street north to the boundaries of the



Fig. 5. Nevada-California-Oregon depot circa 1910. The arched entrance fronts Fourth Street. Special Collections Department University of Nevada, Reno Library





University of Nevada. In 1910, a depot was built along Fourth Street, which still stands today. Several remaining structures from the NCO rail yard still stand in various states of adaptive re-use. Record Street Café is one example of a successful adaptive re-use project that was

recently completed (Fig. 6). The structure was once a maintenance shop for the NCO Railroad and then the Western Pacific Railroad. In 2002, the structure, which lies just blocks from the University of Nevada, was renovated as a restaurant and coffee shop.

Reno also promoted the use of streetcar trolleys in the early 1900s. Reno and Sparks were connected via an "electric interurban railway" in 1904 (Rowley, 1984, page 45) (Fig. 7). The Nevada Transit Company constructed the line and provided electric streetcars as an inter-urban system of transportation from Sparks through Reno, and to points south of the city. Tracks ran west down the center of Fourth Street from B Street in Sparks and terminated at Moana Lane in the southern part



Fig. 6. Record Street café adaptive reuse project. Photo by Christy Fockler July, 2003

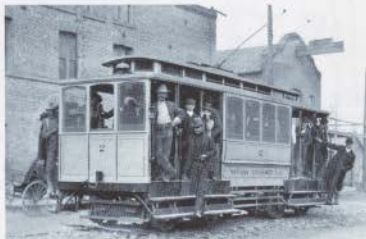


Fig. 7. Nevada Transit Company trolley car. Date unknown. Photo courtesy of the Nevada Historical Society



Figure 1: A line graph showing the relationship between the concentration of a solution (x-axis) and the measured property (y-axis). The curve starts at the origin and increases with a decreasing slope, indicating a non-linear relationship. The x-axis is labeled 'Concentration (g/L)' and the y-axis is labeled 'Property (units)'.



Figure 2: A line graph showing the relationship between the concentration of a solution (x-axis) and the measured property (y-axis). The curve starts at the origin and increases with a decreasing slope, indicating a non-linear relationship. The x-axis is labeled 'Concentration (g/L)' and the y-axis is labeled 'Property (units)'.

The first of these is the concentration of the solution. This is measured in grams per liter (g/L). The second is the measured property, which is measured in units. The relationship between these two variables is shown in Figure 1. The curve starts at the origin and increases with a decreasing slope, indicating a non-linear relationship. This is typical of many physical and chemical processes.

The third variable is the temperature of the solution. This is measured in degrees Celsius (°C). The relationship between temperature and the measured property is shown in Figure 2. The curve starts at the origin and increases with a decreasing slope, indicating a non-linear relationship. This is also typical of many physical and chemical processes.

The fourth variable is the time taken for the measurement. This is measured in seconds (s). The relationship between time and the measured property is shown in Figure 3. The curve starts at the origin and increases with a decreasing slope, indicating a non-linear relationship. This is also typical of many physical and chemical processes.

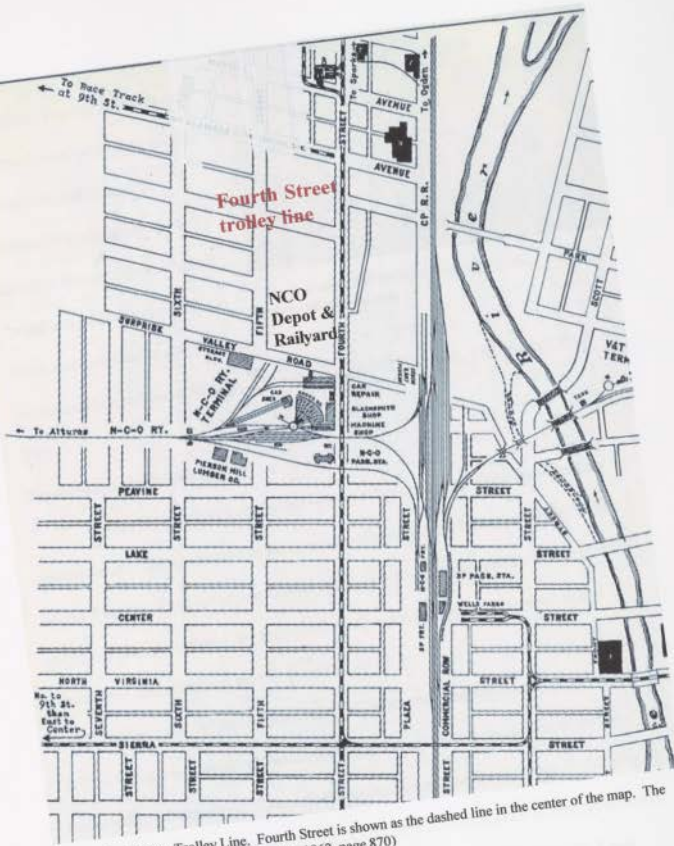


Fig. 8. Map of Reno Trolley Line. Fourth Street is shown as the dashed line in the center of the map. The NCO Depot and Railway is noted (Myrick, 1962, page 870)



of Reno. The line ran north on Sierra Street up to Ninth and the University of Nevada. It continued south down Sierra Street to Second Street, where it turned east on South Virginia Street and then headed south over the river and on to Moana Springs. The line ran until 1927 (Myrick, 1962, page 870) (Fig. 7)

### Transcontinental Highways

As the 1920s approached, the use of a new mode of transportation was quickly gaining steam. The automobile began to be mass-produced in 1908, when Henry Ford's Model T was launched to the American public (www.jour.unr.edu, 2003). Because of the popularity of highway travel, the transcontinental highway system was conceived and constructed during the next several decades.

Nevada and California sponsored The Transcontinental Highway Exposition held in 1927 in Reno in order to celebrate the completion of the final connection of the two transcontinental highways. The celebration gave Reno its landmark "Reno Arch" (Fig. 9). The Chamber of Commerce promoted the event as "a reflection of the tourist, agricultural, mining, and industrial progress of the entire west" (Miramon, 2002, page 22). Local newspapers deemed the "Great American Desert" easily accessible and that Nevada was

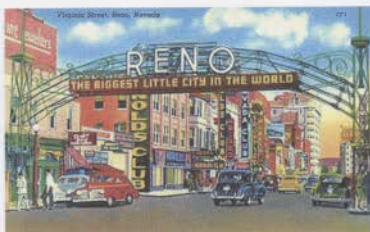
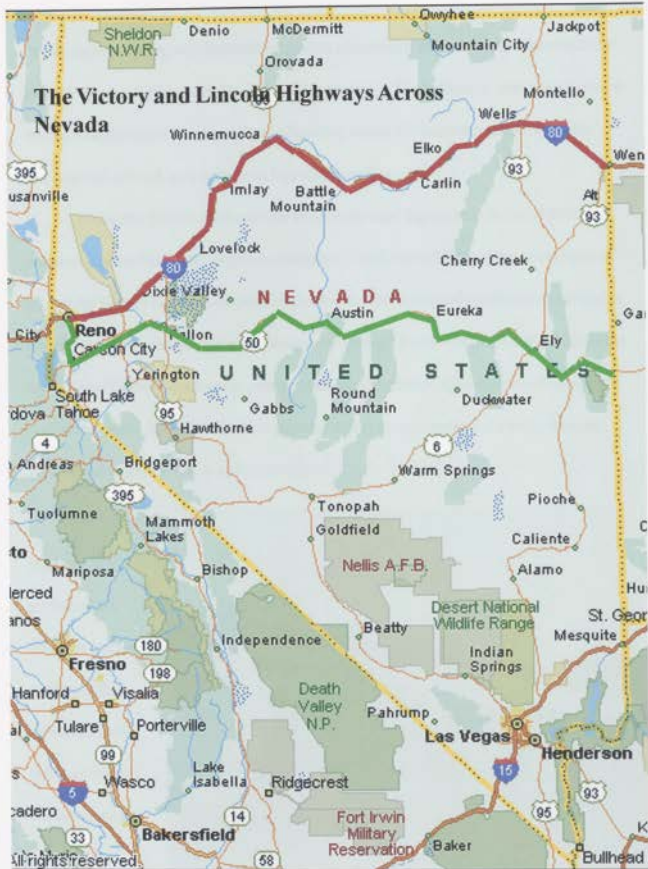


Fig. 9. Postcard of the Reno Arch circa 1930s.  
www.renocasinos.com








 Denotes Victory Highway - Highway 40  
 Denotes Lincoln Highway - Highway 50

Fig. 10 - The Victory and Lincoln Highways across Nevada. Microsoft Streets and Trips 2004



Mountains are the backbone of the world's landmasses. They are the great vertical features of the Earth's surface, rising high above the surrounding plains and valleys. Mountains are formed by a variety of geological processes, including the collision of tectonic plates, the folding of rock layers, and the erosion of softer rocks. They play a crucial role in the Earth's climate system, influencing weather patterns and the distribution of precipitation. Mountains are also home to a wide variety of unique plant and animal life, making them important for biodiversity. The study of mountains is a key part of geology and geography, helping us to understand the Earth's history and the forces that shape our world.



"a vast region teeming with flourishing ranches, rich mining districts, and prosperous cities in a thriving American state" (Rowley, 1984, page 55). The highways, which ran more-or-less parallel through Nevada, merged when they reached Reno where they shared the same stretch of road, now known as Fourth Street (Fig. 10).

Soon after the completion of the transcontinental highways in the late 1920s, the practice of named highways began to disappear. The Lincoln Highway became Highway 50 and the Victory Highway became Highway 40. The combined roads, which merged at Fourth Street, formed the main east-west route through Reno. From the mid-1920s to the late 1960s, Fourth Street was the primary east-west highway. Although the divorce trade had already made Reno a destination point for some, the completion of transcontinental highways allowed the city to continue to grow.

In response to the growth of the railroads and the coming of the transcontinental highway systems, businesses along Fourth Street began to arise.



Fig. 11. Auto shop on the corner of Fourth and Sierra Streets 1921. Photo courtesy of the Nevada Historical Society

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Figure 1. The first of these is the fact that the

Because of the location of the rail lines, both along the southern edge of Fourth Street and the Nevada California Oregon rail lines, which ran north from Fourth Street, many industrial warehouses, lumber mills, freight buildings, mercantile and "rail-dependent businesses" developed along the route (Sanborn Insurance Maps, 1918) (Appendix - 1918 Sanborn Insurance Maps). Merchants catered to the automobile traveler with tire shops, service shops, automobile show rooms; and most importantly, motor courts, motels and motor lodges were built to provide accommodations for the weary traveler (Fig. 11).

Interspersed with the industrial businesses, automobile service shops and motels were residential neighborhoods including a school and a baseball park. Grocery and drug stores resided next to hotels, lumber mills, and automobile showrooms (Sanborn Fire Insurance Maps, 1918). Many travelers stopped in Reno, noting that the small community had many amenities that catered to traveling motorists.

*Reno is a pleasant town, nobly situated on a high plateau with lofty mountains towering near. The Truckee River flows straight down from the heart of the snows through the center of town and is spanned by a handsome bridge. The substantial Riverside Hotel stands on the bank of the river near the bridge." (Gladding, 1915, page 117). "I liked the little town, with the sound of the rushing river coming in at my hotel window, and the feeling of space and freedom that the high situation gave. Reno is 4500 feet above sea level. (Gladding, 1915, page 120).*

#### **Marriage, Divorce and Gambling: the economic backbone of Reno**

Nevada's politics are a mix of polar opposites with liberal views on gambling, divorce, and prostitution on one side, and conservative views of family and property rights on the other. The general attitude is that every person should be in control of his or her own property and family, and that neither state nor federal government should interfere.



Ironically, over 80 percent of the land in the state of Nevada is and historically has been controlled by the federal government. This independent way of thinking is typical of the miners, ranchers, and gamblers who populated the state at the turn of the 20th century.

At the time, many states across the nation upheld strict divorce laws. Nevada, on the other hand, required only six months residency for an individual to become a voting citizen and therefore a resident of the state. After residency had been established, a divorce could be granted (Zauner, 1978, page 37).

In 1906, the wife of an important U.S. industrialist William Corey, president of the U.S. Steel Corporation, came to Reno for a "quickie"



Fig. 12. Wedding Ring Toss: Postcard depicting the traditional ceremony of tossing the wedding ring into the Truckee River. Special Collections Department. University of Nevada, Reno



Fig. 13. Happily Hitched: Postcard of a newly married couple riding under the Reno Arch. Special Collections Department. University of Nevada, Reno Library



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divorce. The highly publicized event launched Reno into the business of divorce and bestowed upon the city the slogan of the "divorce capital of the world" (Harmon, 1998, page 16). With liberal laws, the legalization of gambling in 1931 and a short residency period, the divorce trade grew in popularity. By 1927, the residency period was again reduced to three months, and by 1931 it was further reduced to six weeks (Harmon, 1998, page 17). Tourism increased dramatically. Reno was the largest city in the state at the time, was served by the Transcontinental Railroad, and offered a quick fix to an unhappy marriage. A popular song written in 1910 glorified the newly found market in Nevada.

*I'm on my way to Reno, I'm leaving town today.  
Give my regards to all the boys and girls along Broadway.  
Once I get my liberty, no more wedding bells for me.  
Shouting the Battle Cry of Freedom.*  
Billy Murray, 1910, I'm On My Way to Reno

While the divorce trade was growing, so was the industry of marriage. California had passed the "three-day anti-gin marriage law" in 1927, based on the belief that a three day waiting period prior to marriage would result in better marriages. Nevada had no such legislation in place and promoted the institution of an instant marriage. In 1933, the number of marriages outnumbered the number of divorces by almost 2,000 (Rowley, 1984, page 54) (Fig. 12-13).

The turn of the 20<sup>th</sup> century brought much economic change to the Reno area. The Comstock Lode had run its course, and Reno and the Truckee Meadows were in search of new prospects. Although just as risky, gambling began to take the place of the







Comstock  
Lode. Instead  
of looking for  
riches in the  
mountains,  
treasure-  
seekers went  
to local saloons



Fig. 14. Gambling Crowd circa 1932. Photo courtesy of Nevada Historical Society

to seek their fortunes.

Gambling had been an inherent characteristic of the lifestyle on the western frontier. During the early years of Reno's settlement, gambling was prominent in the saloons and taverns along the dusty, unpaved streets of the city. In 1861, the first Territorial Legislature outlawed gambling in Nevada. The punishment was two years in the local jail and a fine not to exceed \$5000. The laws proved futile, as mining camps typically had a collection of taverns and gaming parlors that lined the streets for the entertainment of the many miners living in the region. By 1879, the law was repealed to allow gaming establishments with some restrictions. The new law allowed gaming and betting in the mining towns, but prohibited advertising a card or dice game in a front room of a tavern or saloon, required the establishment to pay a licensing fee, and ironically prohibited towns from restricting or banning gaming operations (Thompson, 1986, page 207). By 1910, gambling had once again been restricted with the passage of an anti gambling law (Land, 1995, page 36). In



1931, Phil Tobin, a small town rancher and state assemblyman from Humboldt County, proposed a bill to legalize gambling. After much public opposition, the bill passed, and on March 19, 1931, gaming was legal once again.

The 1930s proved a profitable time for Reno. Despite the Great Depression that was devastating the rest of the United States, and the laws of Prohibition, Reno was able to survive at least partly due to the popularity of the divorce trade (Wright, date unknown, page 27) (Fig. 14). Reno was gradually becoming known as a place for fun, entertainment and easy divorce, and tourists flocked to the city. In the early years of gambling and divorce, Reno was "perceived as risqué" and immoral: the quintessential western frontier town (Stewart, 2000, page 27). In the decade between the stock market crash in 1929 until the late 1930s, over 30,000 divorce seekers relocated to Reno for the short six week residency period (Stewart, 2000, page 40).

Because of the widespread reputation of Reno as the "divorce capital of the world," many auto camps, hotels and boarding houses began to cater to the divorce traffic by offering monthly rooms for rent. A book written in the 1930s, titled *The Truth About Reno*, described the rental accommodations in Reno:

*One may live cheaply or extravagantly in Reno, and be happy whatever one does. A room may be rented for fifty cents a day in a boarding house or eight dollars a day in the best hotel; a housekeeping cabin in an auto camp (of which there are a considerable number)... Sunny apartments may be had at prices ranging from twenty dollars a month up to eighty or more.*  
(Zauner, 1978, page 41)



### The End of the Depression and the War years

The end of the depression brought much relief to the United States. Reno, although buffered from the drastic economic hardships suffered in other communities, was still a small frontier town. The transcontinental highways provided an easy means for travelers to experience the excitement of the gaming industry, now legal in Nevada, and to enjoy the recreational activities of the surrounding area, including Lake Tahoe. War veterans and their brides flocked to Reno where no waiting period was required to obtain a marriage license (Zauner, 1978, page 40). Military service men stationed at the bases around the region traveled to Reno during the war years in search of entertainment in the casinos and bars.

Until the end of W.W. II, the process of growth to accommodate travelers along Fourth Street was slow.

The majority of businesses operating during this time included existing residential communities, flanked by stores, automobile service shops, and the industrial businesses that utilized the



Fig. 15. Postcard of the Farris Motel, one of many built along East Fourth Street. Postcard courtesy of Michael A. "Bert" Bedeau

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railroad. The majority of the motels and restaurants were closer to Virginia Street and the downtown center of the city (Harmon, 1999, page 46).

By the end of World War II, Reno and the Truckee Meadows had survived multiple phases of "boom and bust" owing to the ups-and-downs of the mining industry. After the war, businesses along Fourth Street and in Reno once more began to flourish and grow. Americans began to travel again, and the tourist trade in Reno boomed. Several new hotels and motels were constructed along Fourth Street (Fig. 15) and the casino industry exploded in the downtown core of the city. While gambling had been legalized in 1931, casinos such as The Owl Club and The Bank Club began legal gaming operations, as they were the first two establishments in Reno to receive licensing for gaming (Kling, 2000, page 4). In 1946, William F. Harrah opened a bingo parlor in downtown Reno, called it Harrah's Club, and thus began his legacy of casinos throughout the state (Kling, 2000, page 73). In 1947, Charles Mapes built an elaborate hotel in the heart of downtown Reno. Construction for the twelve-story, two-hundred room hotel began in December of 1945 and was the first high-rise hotel to be built in the United States after World War II (Kling, 2000, page 101). The Mapes advertised spectacular guest rooms, each with a private shower and bathroom, but probably the most famous aspect of the building was the fabulous Sky Room at the top level that overlooked the city and became the showplace for popular entertainers of the time (Kling, 2000, page 102). Tourists also visited Reno to enjoy the many new recreational activities surrounding the city such as skiing at Lake Tahoe, or boating on Pyramid Lake (Elliott, 1987, page 314).



with the same results as the other two methods.

1. The first method is the most common.

2. The second method is the most accurate.

3. The third method is the most reliable.

4. The fourth method is the most precise.

5. The fifth method is the most consistent.

6. The sixth method is the most effective.

7. The seventh method is the most efficient.

8. The eighth method is the most economical.

9. The ninth method is the most practical.

10. The tenth method is the most feasible.

11. The eleventh method is the most realistic.

12. The twelfth method is the most logical.

13. The thirteenth method is the most rational.

14. The fourteenth method is the most sound.

15. The fifteenth method is the most valid.

16. The sixteenth method is the most reliable.

17. The seventeenth method is the most accurate.

18. The eighteenth method is the most precise.

19. The nineteenth method is the most consistent.

20. The twentieth method is the most effective.



As the 1950s approached, the growth of the tourist industry in Reno erupted. Gambling began to surpass the divorce trade and more motels and hotels sprang up throughout the city and along Fourth Street. The increased use of Highway 40 and Highway 50 along Fourth Street forced the redevelopment of many residential neighborhoods and empty lots. Existing structures began to be redeveloped into automobile dealerships, gas stations and businesses that serviced the motoring tourist, while the large industrial areas that were once the site of lumber mills and slaughter houses began to be divided into lots that housed smaller structures.

One important component of the economic foundation of Reno was the passage of a tax-free provision in 1949 for "warehousing merchandise in interstate commerce." The "free-port privilege" allowed merchandise coming into Nevada via the railroad or the highway systems to be warehoused in the state for a time and then reentered into "interstate commerce" (Elliott, 1987, page 344). The close proximity of the railroad tracks to Fourth Street, the high use of the highway corridor and the newly passed free-port law continued to influence the industrial entity that had always been present along the highway.

During the late 1960s, the use of Fourth Street as the main east-west transportation corridor through Reno was beginning to diminish. The completion of Interstate 80 in 1974 sealed the fate of the once heavily used route. Tourists, residents, and trucks hauling freight now passed through Reno via the Interstate, which had been built just blocks from the original transcontinental highway at approximately Seventh Street.



Fourth Street, now devoid of its original residential neighborhoods, schools, parks and grocery stores, was zoned industrial, making it hard for any urban renewal projects to take place.

In the over one hundred years that Reno has been an incorporated city, the town has gone from a dusty, dirty stagecoach town to a bustling city of almost 200,000 residents. Unlike other towns that were founded in the late nineteenth century, where the main streets were abandoned and vacated for the sprawl of suburbia, Reno has torn down its historic structures and in their place created a replica of history in the form of a casino (Fig. 16). In spite of the changes that have occurred, Fourth Street retains many historic structures that were a part of its transportation heritage. The Nevada-California-Oregon railroad depot, the Sandman Motel, and Abby's HiWay 40 Bar are all elements that still play an important role in Reno's history and future (Fig. 17).



Fig. 16. Faux history: The Silver Legacy Casino. Photo by Christy Fockler August, 2003



Fig. 17. Abby's Highway 40 neon sign on East Fourth Street. Photo by Christy Fockler June, 2003



Figure 1. A faint, low-contrast image of a document page, possibly a map or a technical drawing, with some illegible text and a small circular feature.



Figure 2. A faint, low-contrast image of a document page, possibly a map or a technical drawing, with some illegible text and a small circular feature.

The first part of the document is a brief introduction to the topic of the study.

The second part of the document is a detailed description of the methodology used in the study.

The third part of the document is a detailed description of the results of the study.

The fourth part of the document is a detailed description of the conclusions of the study.

The fifth part of the document is a detailed description of the limitations of the study.

The sixth part of the document is a detailed description of the future research directions.

The seventh part of the document is a detailed description of the acknowledgments.

The eighth part of the document is a detailed description of the references.

The ninth part of the document is a detailed description of the appendices.

The tenth part of the document is a detailed description of the index.

The eleventh part of the document is a detailed description of the glossary.

The twelfth part of the document is a detailed description of the bibliography.

The thirteenth part of the document is a detailed description of the list of figures.

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The twenty-second part of the document is a detailed description of the list of examples.

The twenty-third part of the document is a detailed description of the list of illustrations.

The twenty-fourth part of the document is a detailed description of the list of diagrams.

### III. The Lincoln and Victory Highways

#### Neon Signs, Car Dealerships, and Diners

*I love a road of romance  
That speaks of mighty men,  
A road that leads me somewhere  
And then back home again*

Directory of Motor Courts and Camps, 1937 p. 82; cited in Belasco, 1979, p. 39

At the turn of the twentieth century, the intricate interstate system that we know today did not exist. The fragmented, meandering roads that crisscrossed America in the early 1900s consisted of dirt and gravel county and local roads, many of which led almost nowhere except to the center of town or out to farms and ranches surrounding the community. (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)). The only way to travel across the county after the wagon train period was via the Transcontinental Railroad or on dusty stagecoach lines.

The first transcontinental travel across the United States by automobile occurred in 1903 when Nelson Jackson and Sewall Crocker traveled from San Francisco to New York City (Patrick, 2002, LHRG, p. 249). At that time, most Americans could not afford a car, but with the beginning of mass production of Henry Ford's Model T by 1908 Americans began their love affair with the automobile. By 1912, Ford's Model T was priced at \$575.00 and more Americans could afford this new mode of transportation ([www.jour.unr.edu](http://www.jour.unr.edu), 2003). The American masses responded in droves, thus transforming the American lifestyle with the freedom of transportation and independence. While the popularity of the automobile was growing, the construction of well-paved and maintained

## III. The Limits of Higher Education

### From 1945 to 1960: The Post-War Boom

In the years immediately following the end of World War II, there was a significant increase in the number of students attending higher education. This was due to a variety of factors, including the GI Bill, which provided financial support for veterans and their families, and the overall economic boom of the post-war period.

During this time, the number of students attending higher education increased significantly, and the quality of education improved.

The post-war boom in higher education was a result of several factors, including the GI Bill, which provided financial support for veterans and their families, and the overall economic boom of the post-war period.

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roads was still lacking.

In 1912, Carl Fisher, a prominent businessman who manufactured the Prest-O-Lite Headlight and created the Indianapolis Motor Speedway, (later the Indianapolis 500), conceptualized the idea of a coast-to-coast highway as a campaign for good roads in America. He conceived of a paved highway spanning from ocean to ocean that was hard-surfaced and easy to travel in all weather conditions. The proposed highway was originally titled the Coast-to-Coast Rock Highway (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)).

Fisher recruited Frank Seiberling, president of Goodyear, and Henry Joy, president of the Packard Motor Car Company, to assist in the formation of the Lincoln Highway Association, which was officially inaugurated on July 1, 1913 in Detroit, Michigan (Patrick, 2002, LHRG, p. 249). Henry Joy suggested the idea of naming the highway after Abraham Lincoln as a tribute to the president, "giving great patriotic appeal to the highway" (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)).

Fisher and Joy set out to decide the route of the new Lincoln Highway. Both men agreed that the most direct route from New York to San Francisco was the most important factor; and that by sidestepping some congested, larger cities, National Parks and popular scenic attractions, the route would achieve this goal (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)). The final route was announced at the Conference of Governors in Colorado Springs, Colorado in the summer of 1913. The highway was to start in Times Square in New York City, pass through New Jersey, Pennsylvania, Ohio, Indiana, Illinois,





Iowa, Nebraska, Wyoming, Utah, Nevada, and California, ending in Lincoln Park in San Francisco (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)). The total mileage for the new highway was to be 3,389 miles.

In order to fund the construction of the highway, Fisher solicited cash donations from automobile industry manufacturers, tire and gas companies, and public and private donations, thereby involving the communities and states located along the highway. Fisher thought that the states along the proposed route would not only be interested in funding the seedling or starter roads within their state (short paved sections of highway on the predetermined corridor), but would also supply the labor to construct the road for a "place on the route" (Fey, 1991, p.11).

By 1914, construction of the Lincoln Highway was progressing. The first section of the Lincoln Highway was paved in Mooseheart, Illinois and the first Seedling Mile was constructed in Malta, Illinois (Patrick, 2002, LHRG, p. 250). In



Fig. 18. Lincoln Highway culvert sign. Governor Tasker Oddie stands next to the Lincoln Highway sign circa 1915. Photo courtesy of the Nevada Historical Society



Reno, Nevada, a local contractor designed a bridge, which was constructed west of town over a culvert near Laughton's Hot Springs. The bridge railings were constructed of cement, spelled out the words *Lincoln* on one side of the bridge, and *Highway* on the other side. The ends of the bridge railing were painted the Lincoln Highway colors of red, white, and blue with the signature "L" located in the center (Fig. 18). This design was later adopted for all of the bridge designs for the entire Lincoln Highway (Fey, 1991, p.28).

### **The Lincoln Highway in Nevada**

The west posed a formidable challenge for the Lincoln Highway Association. The arid, high desert that spreads out west of the Rocky Mountains combined with the imposing Wasatch and the Sierra Nevada mountain ranges created a complex task and an engineering challenge during the construction of the highway (Fig. 19).

Several routes west from Salt Lake City were considered. The Lincoln Highway Association, in its attempt to construct the most direct route, considered several options through the salt desert that runs west of Salt Lake City. The state of Utah and the Lincoln



Fig.19. The Lincoln Highway in eastern Nevada circa 1920.  
Photo courtesy of the Nevada Historical Society



Highway Association promoted a southern route west from Salt Lake City through the middle of Nevada, passing through Ely, Austin, and Fallon and ultimately ending in Reno, and then on to San Francisco. The route set off in a southwest direction from Salt Lake City, entered Nevada at the town of Ely, crossing miles and miles of the Great Salt Lake desert, which was regularly flooded, and often muddy (Lin, 1996-2000, [www.ugcs.caltech.edu](http://www.ugcs.caltech.edu)). This route was part of the original Pony Express route through Nevada and was well known (Hokanson, 1988, p. 62). Utah officials highly favored this route because it would require travelers to stay in the state for many more miles, and because they could ultimately tie into the roads south leading to Los Angeles.

Promoters of the Lincoln Highway in Nevada included some of the top political and business figures in the state. Governor Tasker Oddie; Gael Hoag from Ely, a mining and fire insurance businessman; and L.H. Kent from Fallon, a businessman and leader of Churchill County, highly promoted and campaigned for the passage of the Lincoln Highway through the state (Givens 1996, p. 8).

At the same time, a route called the Goodyear Cutoff was being constructed and was greatly promoted by the states of California and Nevada. This northern route was even more direct to San Francisco and posed less of a problem as far as terrain and geography, although travelers would still have to cross the great salt flats. Unlike the southern route, the Goodyear Cutoff entered Nevada at Wendover, which is directly west of Salt Lake City through the salt flats, and followed the Humboldt River and the old



California Trail  
 continuing straight west  
 into Wells, Elko, and  
 Winnemucca before  
 reaching Reno  
 (Hokanson, 1988, p.  
 65).

Nevada also  
 had the unique  
 distinction of being one  
 of the states admitted to  
 the Union during the

Civil War. The state had a small population density, a mere 70,000 residents and more than 76% of its lands in federal ownership in 1926 (Deady, 1926, p. 6). Reno had the largest population in the state with 12,016 residents in 1920 (Bureau of the Census, 1922, p. 1351). Governor Oddie, in a report for the *Reno Evening Gazette* was quoted as saying:

*"Nevada was the only state to be admitted during Lincoln's presidency, and that as Nevada helped out during the war, she should now help build as the greatest and most useful monument to any man, the Lincoln Highway in memory of Lincoln"* (November 1, 1913, *Reno Evening Gazette*)

The dispute over which route would officially be part of the Lincoln Highway delayed construction until 1925 (Earl, May 18, 1997, *Reno Gazette Journal*). Two years prior in



Fig. X. Lincoln Highway Main and Alternate Routes;  
[www.uges.caltech.edu/~jlin/lincoln/](http://www.uges.caltech.edu/~jlin/lincoln/) Copyright 1996-2000 James Lin



El Agave es una planta que se encuentra en el estado de Aguascalientes, México. Se utiliza para la producción de pulque, una bebida tradicional mexicana.

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1923, the federal government ultimately selected the Wendover route through the states of Utah and Nevada, despite the objection by the Lincoln Highway Association (Schegg, 1995, p. 15) (Fig. 20). The Automobile Blue Book published the mileage for each route noting that from Salt Lake to Reno, via the Wendover route was 560 miles, while the same route was 596.7 via the Lincoln Highway (Automobile Blue Book Mileage). This event would eventually assist in determining the current Interstate system in Nevada.

(Fig. 21-22)



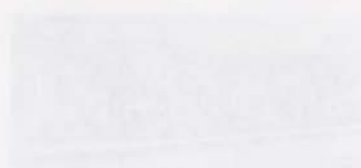
Fig. 21-22. The Lincoln Highway culvert signs present day. Located in an overlook between Mogul and Verdi on Interstate 80. Photo by Christy Fockler August, 2003



### **The Victory Highway in Nevada**

The Victory Highway, the second transcontinental highway across the United States, began in Topeka, Kansas in 1921, much the same way as the Lincoln Highway had begun nine years earlier, with a group of "good road" proponents. The Victory Highway was conceived as a tribute to the men and women who had served and lost their lives in World War I. Just like the Lincoln Highway, the route was to run from San Francisco to New York (Blow, 1924, p. 159). The greatest advantage exploited by the planners of the

...the ... of ...



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Victory Highway was that the highway started nearly a decade after the Lincoln Highway, and association members were able to utilize roads already constructed, especially in the eastern United States. But when the construction reached the Great Salt Lake and the high desert plains flanked by the Sierra Nevada and Wasatch Mountain ranges, the Victory Highway ran into many of the same problems the Lincoln Highway was dealing with, as the highway would cross "some of the greatest underdeveloped areas in the United States" (Blow, 1924, p.160).

While the decision on the Wendover route was still being considered by the Lincoln Highway Association and the states of Utah and Nevada, a group of Victory Highway promoters from California took the opportunity of the delay in construction to promote the northern route of the Victory Highway from San Francisco to Salt Lake City. By 1928, the highway was completed across Nevada, making it the first of the two highways to

be completed in the state (Fey, 1991, p. 32) (Fig. 23). Approximately 410 miles of the Victory Highway crossed Nevada, closely following well-known pioneer trails such as the Emigrant and Humboldt Trails that had been used since the 1800s ([www.aaroads.com/nevada](http://www.aaroads.com/nevada)).



Fig. 23. Victory Highway Eagle. These sculptures were used as road signs along the Victory Highway. This eagle is currently located in Truckee, California approximately 30 miles west of Reno. Photo by Christy



Figure 1. A map of the study area showing the location of the sampling sites. The map includes a scale bar and a north arrow.

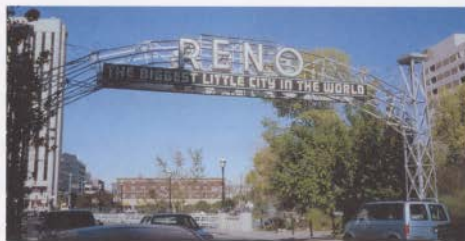
The study area is located in the northern part of the country, and is characterized by a semi-arid climate. The area is divided into several administrative districts, and the sampling sites are distributed across these districts. The map shows the location of the sampling sites, and the scale bar indicates the distance between the sites. The north arrow points towards the top of the page.

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With the route through Wendover now officially part of the Victory Highway, its rivalry with the Lincoln Highway for east-west travelers grew. Prior to the founding of the Victory Highway Association, Congress had passed the Federal Aid Road Act in 1916, which provided matching grant funds up to 50% to the states along the Lincoln Highway route for the construction of the roadway. In 1921, the government passed an additional Federal Highway Act that provided \$75 million dollars of matching funds to those states along the transcontinental routes if the states identified 7 percent of their total road mileage as "primary" roads (Earl, 1996). The Lincoln and Victory Highways were now competing for the same federal dollars to construct their highways (Schegg, 1995, p. 8). The sharing of federal dollars and the decision by the government to promote the Wendover route

forced the Lincoln Highway to officially merge with the Victory Highway from Salt Lake City to



Sacramento with a spur south through

Fig. 24. Old Reno Arch present day. Photo by Christy Fockler July, 2003

Ely that tied into the original route to Carson City and Lake Tahoe (Peterson, 1996, p. 22)

While the Lincoln Highway was well promoted and very celebrated all across the United States, the Victory Highway was virtually unheard of in the east. In the west,



however, specifically Nevada, Utah, and northern California, the Victory Highway was a favorite for travelers and businesses (Earl, May 1996, *Reno Gazette Journal*).

Nevada and Reno prospered greatly from the completion of the two transcontinental highways. The businesses promoted by the use of the automobile, "promised to surpass the business brought by the railroad" (Schegg, 1995, p. 13). Travelers needed not only mechanics, tires, and parts for their automobiles, they also needed places to stay, eat, and purchase goods for their travels. Businesses along the highways developed to meet the tourists' need for inexpensive, comfortable, and convenient accommodations and attractions (Belasco, 1979, p. 129). Since these highways typically traveled through the center of the towns along the route, the streets associated with them became the main streets of America. In Reno, this was Fourth Street.

Soon after the completion of the two highways, Reno held a celebration to honor the Victory and Lincoln Highways. In 1927, the Nevada Transcontinental Highway Exposition was held at Idlewild Park. It was for this celebration that the now famous "Reno Arch" (Fig. 24) was constructed (Fey, 1991, p. 34). In 1924, a few years prior to the Highway Exposition, the American Association of State Highway Officials had proposed a numbering system for the now intertwining system of highways and roads that crossed the United States. East-west routes were to be even numbers with the lowest number starting in the north, and north-south highways would be odd numbers starting with the lowest number in the east (Schegg, 1995, p. 15). Consequently, in Nevada, the Victory Highway was renamed Highway 40 and the Lincoln Highway became Highway 50.







From the late 1920s until the mid-1960s, when the present-day Interstate system began to emerge, the Lincoln and Victory Highways provided travelers with a means to cross the country by automobile. Traveling through main street America became a popular pastime. In her diary of her trip from San Francisco in 1915 via the Lincoln Highway, Effie Price Gladding wrote:

*"We were now to traverse the Lincoln Highway and were to be guided by the red, white, and blue marks; sometimes painted on telephone poles, sometimes put up by way of advertisement over garage doors or swinging on hotel signboards. Sometimes painted on little stakes, like croquet goals, scattered along over the great spaces of the desert. We learned to love the red, white and blue, and the familiar big L which told us we were on the right road."* (Gladding, 1915, p. 111)

Like many other towns and communities along the routes of the Lincoln and Victory Highways, the businesses that were established along Fourth Street in Reno, Nevada reflected the impact of the new transcontinental highway system. Industrial businesses made use of other nearby means of transportation as well. The Verdi Lumber Company, Sierra Wood and Lumber Company, and the Nevada Packaging Company took up entire city blocks along Fourth Street, utilizing the transcontinental railroad lines that ran just one block from Fourth Street and the Nevada-California-Oregon railroad line, which had its depot directly on Fourth Street, to transport passengers and goods. Interspersed among these businesses were neighborhoods, schools, markets, and farms and ranches that had been present long before the Victory and Lincoln Highways existed.

Even though the industrial businesses had already been established along Fourth Street, motels, auto camps, automotive shops, and supply businesses began to grow in the area. New businesses catering to the growing tourist trade began to sporadically fill in the

The first of these is the fact that the world is not a uniform whole, but a collection of many different parts, each of which has its own characteristics and its own history. This is the case with all living organisms, and it is the case with all human societies. The second is the fact that the world is not a static whole, but a dynamic whole, which is constantly changing and evolving. This is the case with all living organisms, and it is the case with all human societies.

The third is the fact that the world is not a simple whole, but a complex whole, which is made up of many different parts, each of which has its own characteristics and its own history. This is the case with all living organisms, and it is the case with all human societies. The fourth is the fact that the world is not a uniform whole, but a collection of many different parts, each of which has its own characteristics and its own history. This is the case with all living organisms, and it is the case with all human societies.

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open spaces that remained along Fourth Street, utilizing the availability of transportation and capitalizing on the many tourists and travelers who were driving along the highways, to make their businesses profitable. In one case, a family's chicken ranch became an auto camp where travelers could park their car in a covered garage, formally a chicken coop, while the travelers camped outside (Fig 25 ).

For the most part, Fourth Street remained an industrial neighborhood interspersed with residential homes and a few motels until after World War II when the country was again ready to travel along the transcontinental highways.



Fig. 25 The Shady Grove Auto Court circa 1932. Julius Redelius converted his chicken coops into the first Auto Court on East Fourth Street. Photo courtesy of the Carpenter Family, Reno, Nevada. July, 2003



## IV. Descriptions of Historic Buildings

### East Fourth Street

*Walking down Main Street*

*Getting to know the concrete*

*Looking for a purpose in a neon sign*

*I would meet you anywhere*

*The western sun meets the air*

*We'll hit the road, never looking behind*

Song lyrics by Sun Volt, Trace, 1995 Warner Brothers Records

Reno may never be a city known for its unique or outstanding architecture. The city was founded as a frontier town and grew out of the desert. Typical of other early frontier towns, the original buildings were constructed of wood, then of brick and stone. In the early twentieth century, the downtown core of Reno looked much like other downtowns of the west with two and three story masonry structures containing retail businesses and offices. But unlike other western towns that have retained a majority or at least some of their downtowns intact, Reno has either demolished or redesigned the existing downtown core, replacing it with glitzy casinos and gambling establishments, leaving remaining shells of historic structures to house pawn shops and tourist T-shirt shops.

East Fourth Street runs from South Virginia Street, its western boundary, to Prater Way in Sparks on the east, running approximately two miles in length. In the last 100 years, many changes have taken place along Fourth Street. From a dirt road that paralleled the railroad tracks with a trolley car rumbling down the center lane to a bustling transcontinental highway, Fourth Street has been transformed. Once a residential

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neighborhood with schools, homes and families, interspersed with railroad depots, lumber mills, packing plants and even a brewery and a baseball park, it has become a streetscape lined with hotels, motels, restaurants, and industrial businesses. Today, approximately fourty structures still remain along East Fourth Street that are either directly associated with the transcontinental highways, or were built in the early part of the twentieth century.

For this study, three blocks along East Fourth Street were chosen, each representing a different era of Fourth Street. Additionally, two buildings were included outside the three-block area, chosen for their importance to the business and industrial development of Fourth Street. Using Reno City Directories from 1920 to 2003, Sanborn Fire Insurance Maps dating 1906, 1918, 1947, 1955, the City of Reno Building Permit office records and current (2003) aerial view photographs from the City of Reno, changes of the streetscape over time will be described. Within the defined areas, specific buildings were chosen to highlight and provide recommendations for preservation and adaptive reuse. Examples of buildings, which house successful, thriving businesses in a historical context, will also be profiled ( Fig. 26).





o Street



lock  
Evans Street

— Denotes Line on Map. Aerial photographs from the City of Reno.

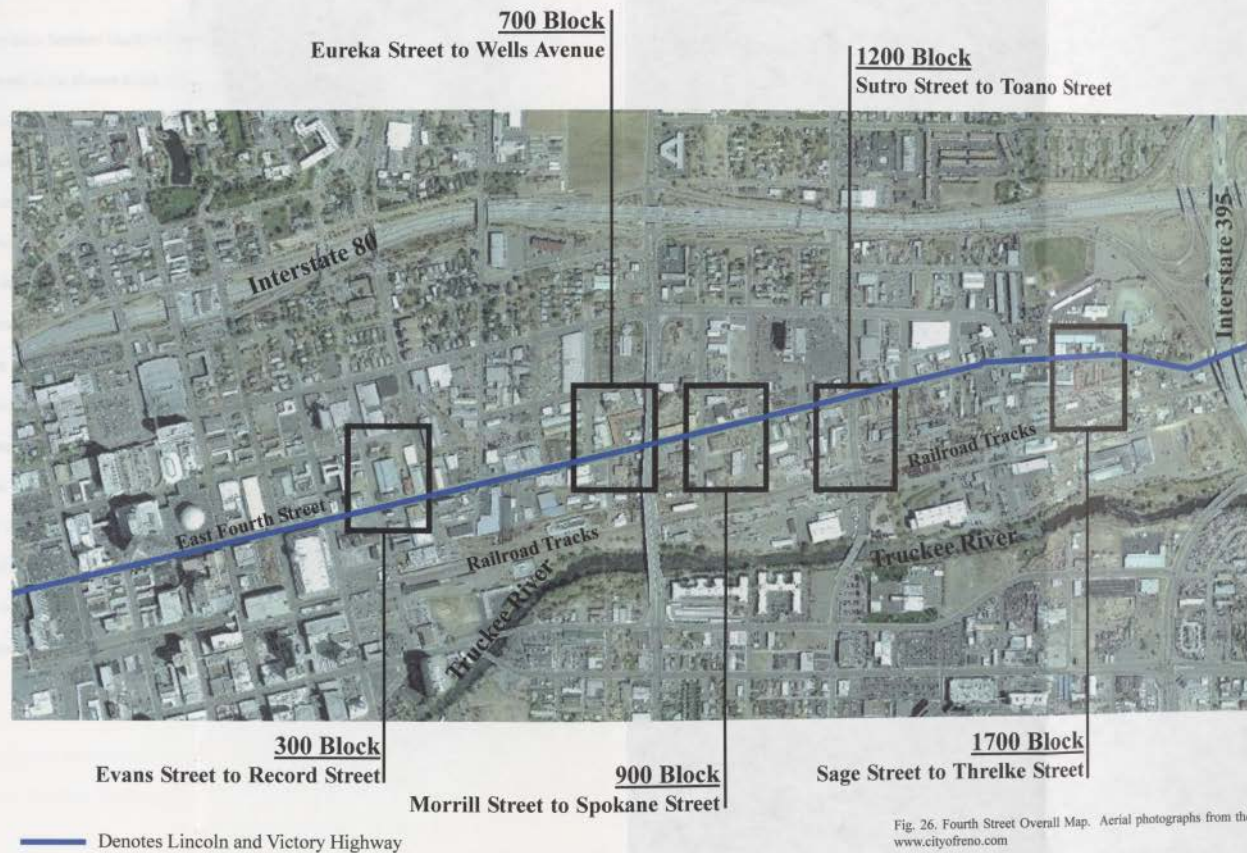


Fig. 26. Fourth Street Overall Map. Aerial photographs from the City of Reno.  
www.cityofreno.com



700 Block

Evans Street to Wells Avenue

300 Block

Evans Street to Second Street

200 Block

Harris Street to Spaulding Street

100 Block

Evans Street to First Street

600 Block

Evans Street to Second Street

300 Block

London Street to Wells Avenue



300 Block

From Street to Beach Street

North Street to South

From Street to Beach Street

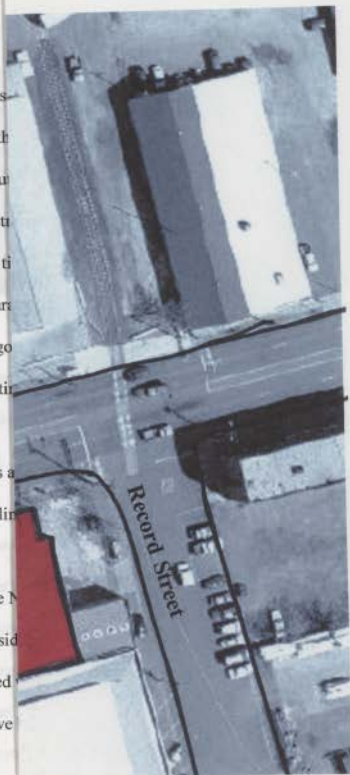


### 300 Block

The three hundred block of East Record Streets is the closest block in the neighborhood. Located two blocks from the north-south line, it retains some of the oldest remaining structures. Although changes have occurred over time, the block is mostly intact. The 1918 Sanborn Insurance map, owned by the Nevada-California-Oregon Railroad, shows maintenance structures, almost the entire block operated by the railroad.

Intermixed along the block is a mix of residential, railroad employees. Residential dwellings are interspersed with commercial businesses.

On the 1947 Sanborn map, the block is shown as part of the Pacific Railroad. A majority of the residential structures on the south side of the block have been demolished and replaced. Some of the private homes have been converted to rental.



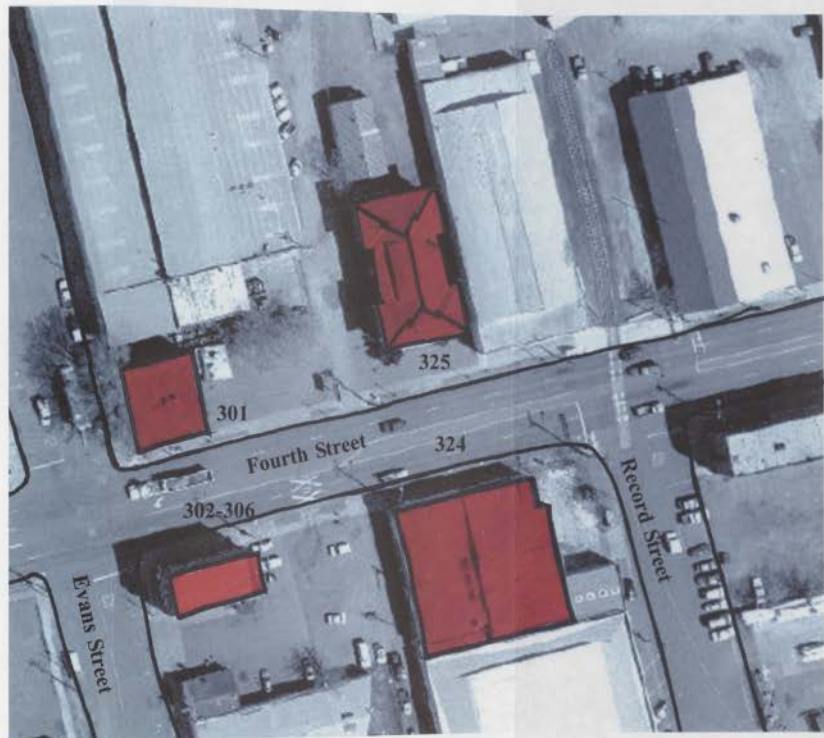


### 300 Block

The three hundred block of East Fourth Street, located between Evans and Record Streets is the closest block in this study to the downtown core of Reno. Located two blocks from the north-south dividing street of Virginia Street, the block retains some of the oldest remaining structures along the Fourth Street corridor. Although changes have occurred over time, historical structures in this block remain mostly intact. The 1918 Sanborn Insurance Maps show the large expanse of land owned by the Nevada-California-Oregon railroad line. From the roundhouse to maintenance structures, almost the entire northeastern edge of the block is owned and operated by the railroad.

Intermixed along the block is a mixture of the hotels that catered to the railroad employees. Residential dwellings also dot the landscape among the commercial businesses.

On the 1947 Sanborn map, the NCO Railroad was now owned by Western Pacific Railroad. A majority of the residential dwellings that originally lined the south side of the block have been demolished with new commercial structures built in their place. Some of the private homes have been converted into businesses or rooms for rent.



The first thing I noticed when I stepped out of the plane was the

fresh air. It was a relief after being cooped up in the cabin for

hours. The ground crew greeted me with a warm smile and

helped me with my luggage. I was in good luck as the

weather was perfect for the day. The flight had been

smooth and the crew was professional. I was

lucky to have a window seat. I could see the

clouds from my seat. The flight was a success and

I was happy to be home.

The flight was a success and I was happy to be home.

The flight was a success and I was happy to be home.

The flight was a success and I was happy to be home.

The flight was a success and I was happy to be home.

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The flight was a success and I was happy to be home.





### 301 East Fourth Street

- Original: Hotel Richelieu
- Current: Louis' Basque Corner
- Constructed: 1906
- Masonry construction
- Designed by: J. Barrett
- Constructed by: J. Barrett
- Square Footage: 7,632



Fig. 27. Louis' Basque Corner, 301 East Fourth Street. Photo by Christy Fockler March 2003

The three-story building that Reno residents know as the home of *Louis' Basque Corner* was constructed in 1906 by an Irish stonemason whose stone cutting business was located next door to the hotel (Fig. 27). The property has been under the ownership of the same family since it was built.

Originally, the building was known as the *Hotel Richelieu* (Appendix A-3)

The hotel had a grocery store on the first level with thirty-two rooms on the top two floors, each with an exterior window in every room. A single bathroom was located at the end of the hall for guests. The rooms were frequently used by employees of the Nevada-California-Oregon Railroad, as the hotel is located next door to the NCO depot and it was a convenient location to stay while stopping over in Reno.

An interview with the property owner revealed that in 1925 the hotel was renamed the *Lincoln Hotel*, a direct result of the Lincoln Highway passing through Reno along Fourth Street. The Reno City Directories indicate several name and business changes in



the building's 97-year history such as the *Lincoln Market*, and the *Hotel Dude* in the late 1940s and early 1950s, and the *Lincoln Bar*.

In 1967, the first floor was remodeled to accommodate its current business, a restaurant known as *Louis' Basque Corner*, a local favorite featuring traditional Basque cuisine and atmosphere. The upper floors are currently used as weekly and monthly rental apartments.

The building is typical of many structures of the time-period. The foundation is stone and supports a solid construction of red brick walls (currently painted white) that comprise the exterior shell. The windowsills are 6 inch granite stone slabs and a flat arch of rusticated stones crown the doorways (Fig 28). The roofline is capped with a simple decorative corbelled brick cornice. The first floor has an altered storefront level and an addition was constructed at the rear of the building in the late 1960s. The adjoining lot to the east between the restaurant and the train depot is currently vacant.

Louis' Basque Corner is a good example of an adaptive re-use project that has seen success along East Fourth Street. The restaurant is a well-established business in the Reno area and according to the



Fig 28. Granite door lintels and casing surrounds at *Louis' Basque Corner*. Photo by Christy Fockler March 2003

following that. The following is a list of the various ways that the

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restaurant owner and manager; the rooms above the restaurant are typically always rented and are well maintained. There is not a night at Louis' when the bar and restaurant is not full. Whether it's locals from town, ranchers from the surrounding communities or tourists visiting Reno, Louis' is a well-known favorite (Fig. 29).



Fig. 29. Front elevation of the old Lincoln Hotel / Louis' Basque Corner. Photo by Christy Fockler March 2003



### 302 - 306 East Fourth Street

- Original: Marion Hotel
- Current: Reno Jazz Club/ Marion Hotel
- Constructed: 1904
- Masonry construction
- Designed by: unknown
- Constructed by: unknown
- Square Footage: 5,808



Fig 30. *Marion Hotel* home of the *Reno Jazz Club*, 302-306 East Fourth Street. Photo by Christy Fockler March 2003

The *Marion Hotel*, known today as the *Reno Jazz Club*, was built in 1904 (Fig 30). According to the property manager, the stonemason that designed and built the Hotel Richelieu on the north side of Fourth Street, also built the Marion Hotel. Similar to the Hotel Richelieu, the Marion hotel was frequented by employees of the Nevada-California-Oregon Railroad line. The hotel had fourteen rooms for rent on the two upper floors with two bathrooms, one on each floor, for the hotel guests. The first level was a place where guests and railroad employees could get a hot meal and relax while staying at the hotel. According to the hotel manager, it was complete with a bar and a restaurant that catered to the hotel guests and railroad employees.

Sanborn Insurance maps show this structure as a rectangular shaped building on the southwest corner of East Fourth Street and Evans (Appendix A-3). According to the Reno City Directories, this building was a store and a "residence" complete with "furnished room rentals." The 1941 City Directory lists the building as the *Marion Hotel*. The name

# Introduction to the Study of the History of the United States



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was maintained until the late 1960s. The first floor was also known as the *Fourth Street Bar* and today, Reno residents know it as the *Reno Jazz Club*.

The three-story masonry building is similar in construction to Louis' Basque Corner with a stone foundation supporting a redbrick exterior. The building is

rectangular in shape and has a flat roof. The front façade is divided into five bays, each separated by decorative brick pilasters that extend beyond the recessed window bays. The roofline is capped with a decorative brick teardrop corbel detail. At the storefront level, large stone quoins embellish the corners of the building (Fig. 31). The storefront has been altered with the addition of large modern windows and the brick has been painted black (Fig. 32).

The building has undergone massive renovation in recent years. According to the current property owner, the building was in poor condition when it was purchased



Fig. 31. Front elevation of the *Reno Jazz Club*. The storefront level has been altered with non-historic windows and painted brick. Photo by Christy Fockler November 2003



Fig. 32. Granite quoins adorn the corners of the *Reno Jazz Club*. Photo by Christy Fockler November 2003



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The second part of the document is a map of the area around the city of London. The map shows the city and its surrounding areas, including the River Thames and the surrounding countryside. The map is a black and white photograph of a printed map.

The third part of the document is a map of the area around the city of London. The map shows the city and its surrounding areas, including the River Thames and the surrounding countryside. The map is a black and white photograph of a printed map.



approximately three years ago. He invested \$80,000 in the renovation of the building, which included remodeling the first floor for the Reno Jazz Club, cleaning of the upstairs rooms, and painting and re-carpeting all of the fourteen rooms on the upper two floors (Fig. 33).

The hotel rooms are currently rented as weekly or monthly apartments, mostly to casino workers. The rooms are very small; each room has only enough room for a single twin-sized bed, a small chair, and dresser. The rooms look out over Fourth Street with large double hung windows in every room (Fig. 34). The tenants share

a single bathroom on each floor, a common kitchen area on the second floor where the property owner has installed a refrigerator, a toaster oven, and a microwave.

The Marion Hotel is another example of an adaptive re-use project that is showing success as a viable business along East Fourth Street. The owner has indicated an interest in renovating the first floor into a soda fountain and coffee shop.



Fig. 33. Small guest room at the Marion Hotel. Photo by Christy Fockler November 2003



Fig. 34. Interior windows looking towards downtown. Photo by Christy Fockler November 2003



Small, dark, rectangular object, possibly a piece of wood or metal, lying on a light-colored surface.



Small, dark, rectangular object, possibly a piece of wood or metal, lying on a light-colored surface.

The first of these is the fact that the object is small and dark. This is a common feature of many objects found in the field. The second is the fact that the object is rectangular. This is also a common feature of many objects found in the field. The third is the fact that the object is lying on a light-colored surface. This is also a common feature of many objects found in the field.

The object is small and dark, rectangular, and lying on a light-colored surface. This is a common feature of many objects found in the field.

The object is small and dark, rectangular, and lying on a light-colored surface. This is a common feature of many objects found in the field.

The object is small and dark, rectangular, and lying on a light-colored surface. This is a common feature of many objects found in the field.

### 324 East Fourth Street

- Original: Alpine Glass
- Current: Vacant
- Constructed: c. 1920
- Masonry construction
- Designed by: F. DeLongchamps
- Constructed by: unknown
- Square Footage: 11,508

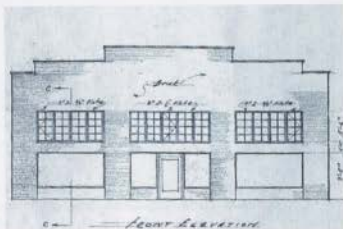


Fig. 35 Original storefront elevation drawing by Frederic DeLongchamps of the *Alpine Glass* warehouse. Special Collections University of Nevada - Reno Library; Frederic J. DeLongchamps drawing file



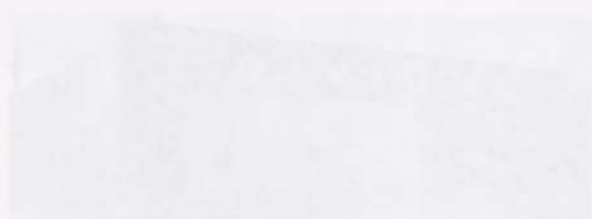
Fig 36. *Alpine Glass Warehouse*, 324 East Fourth Street. The orange metal panels were added in a 1955 remodel. Photo by Christy Fockler, March 2003

The *Alpine Glass* warehouse building was designed in the 1920s by Frederic J. DeLongchamps, a prominent Reno architect who designed many notable buildings around Reno and Nevada, including several along East Fourth Street (Fig. 35-36).

The building was designed as an industrial warehouse for the Alpine Glass Company. The structure is rectangular in plan and is constructed of concrete block, brick

# 1. The first part of the text is a list of the names of the people who were present at the meeting.

John Doe	1
Jane Smith	2
Bob Johnson	3
Alice Brown	4
Charlie White	5
Diana Green	6
Frank Black	7
Grace Hall	8
Henry Lee	9
Ivy King	10
Jack Adams	11
Karen Baker	12
Leo Clark	13
Mia Evans	14
Noah Foster	15
Olivia Garcia	16
Peter Hill	17
Quinn Jones	18
Rachel King	19
Samuel Lee	20
Tina Miller	21
Victor Moore	22
Wendy Taylor	23
Xavier White	24
Yara Young	25
Zoe Adams	26



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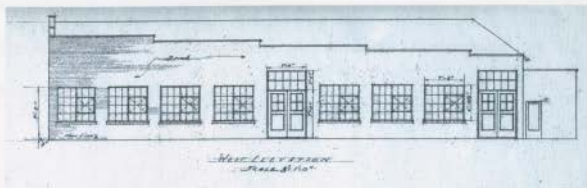


Fig. 37 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the west elevation. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

and steel. Masonry pilasters are spaced every ten feet on center, separating the bays of the building (Fig. 37). The building is a one-story structure with an interior mezzanine level possibly designed for storage or office space. The original drawings by DeLongchamps show three skylights in the roof to allow natural light into the space. The front façade originally had three multi-light windows positioned above large storefront windows on the ground level. The west elevation had two large rectangular garage-type door openings with multi-light transom windows above (Fig. 38).

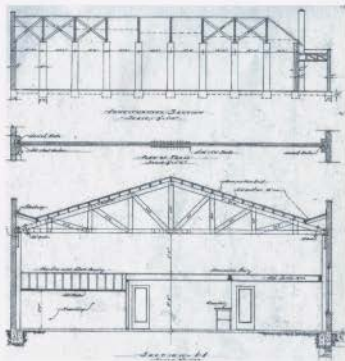


Fig. 38 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the interior construction. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



Figure 1: A line graph showing the relationship between the number of hours spent studying and the score on a test. The x-axis is labeled 'Hours Studied' and ranges from 0 to 10. The y-axis is labeled 'Test Score' and ranges from 0 to 100. The graph shows a positive linear relationship, starting at (0, 0) and ending at (10, 100).

The graph shows that as the number of hours spent studying increases, the score on the test also increases. This is a positive linear relationship, meaning that the rate of increase in the test score is constant for each hour of study.



Figure 2: A line graph showing the relationship between the number of hours spent studying and the score on a test. The x-axis is labeled 'Hours Studied' and ranges from 0 to 10. The y-axis is labeled 'Test Score' and ranges from 0 to 100. The graph shows a positive linear relationship, starting at (0, 0) and ending at (10, 100).

- 1. The graph shows a positive linear relationship between the number of hours spent studying and the score on a test.
- 2. The x-axis is labeled 'Hours Studied' and ranges from 0 to 10.
- 3. The y-axis is labeled 'Test Score' and ranges from 0 to 100.
- 4. The graph starts at the origin (0, 0) and ends at (10, 100).
- 5. The rate of increase in the test score is constant for each hour of study.
- 6. The graph is a straight line with a positive slope.
- 7. The equation of the line is  $y = 10x$ .
- 8. The graph shows that the test score increases by 20 points for every 2 hours of study.
- 9. The graph shows that the test score increases by 10 points for every 1 hour of study.
- 10. The graph shows that the test score increases by 5 points for every 0.5 hours of study.



According to the City of Reno Building Department, the front façade was remodeled in 1955 to its current configuration with a metal façade and large storefront windows. The building is currently vacant.



Figure 1. Front facade of the building, showing the large storefront windows and metal facade.

Figure 2. Side view of the building, showing the large storefront windows and metal facade.

Figure 3. Rear view of the building, showing the large storefront windows and metal facade.

Figure 4. Interior view of the building, showing the large storefront windows and metal facade.

Figure 5. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 6. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 7. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 8. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 9. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 10. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 11. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 12. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 13. Close-up view of the building's facade, showing the large storefront windows and metal facade.

Figure 14. Close-up view of the building's facade, showing the large storefront windows and metal facade.



Figure 15. Close-up view of the building's facade, showing the large storefront windows and metal facade.



### 325 East Fourth Street

- Original: Nevada-California-Oregon Passenger Depot
- Current: Vacant
- Constructed: 1910
- Masonry construction
- Designed by: F. DeLongchamps
- Constructed by: Burke Brothers
- Square Footage: 9,848



Fig 39. Nevada-California-Oregon Railroad depot. Also known as the Barengo Building, 325 East Fourth Street. Photo by Christy Fockler, March 2003

The Nevada-California-Oregon Depot was designed by Reno architect Frederic J. DeLongchamps in 1910 as the passenger depot and headquarters of the NCO Railway which began in 1880 (Nylen, 1982). The building was built by Burke Brothers, contractors, for a total cost of \$35,000.00 (*Reno Buildings Clipping File*, Nevada Historical Society) (Fig. 39-40).

The railroad was organized in June of 1880 as the Nevada and Oregon Railroad and was originally anticipated to run from the mining camp of Aurora, Nevada, north to the California-Oregon border, although the 124 mile stretch from Aurora to Reno was never built. The final stretch



Fig. 40. Western elevation of the NCO Depot. The gold lions heads were used to support a canopy that extended over the entrance door. Photo by Christy Fockler June, 2003

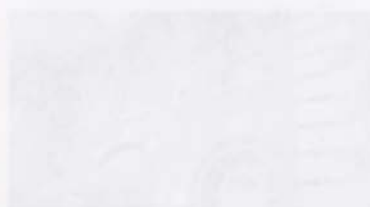
# Section 1: Introduction



This image shows a landscape with a body of water in the foreground and a line of trees or structures in the background. The image is very faint and has low contrast.

1. Introduction	2. Methodology
3. Results	4. Discussion
5. Conclusion	6. References
7. Appendix	8. Glossary
9. Index	10. Acknowledgements
11. Author's Note	12. Contact Information
13. Declaration of Interest	14. Funding Source
15. Data Availability Statement	16. Ethics Statement
17. Conflicts of Interest	18. Supplementary Material
19. References	20. Additional Information

The first section of the paper introduces the topic and provides a brief overview of the research. The second section describes the methodology used in the study, including the data collection and analysis procedures. The third section presents the results of the study, and the fourth section discusses the implications of the findings. The fifth section concludes the paper and provides a summary of the key points. The sixth section lists the references used in the study. The seventh section contains the appendix, which includes additional data and figures. The eighth section is a glossary of terms used in the paper. The ninth section is an index of the paper's contents. The tenth section contains the author's note, which provides information about the author's background and contact information. The eleventh section is a declaration of interest, which states that the author has no conflicts of interest. The twelfth section is a funding source statement, which indicates that the research was funded by a grant from the National Science Foundation. The thirteenth section is a data availability statement, which states that the data used in the study are available in the public domain. The fourteenth section is an ethics statement, which states that the research was conducted in accordance with the ethical guidelines of the National Commission on the Protection of Human Subjects of Research. The fifteenth section is a conflicts of interest statement, which states that the author has no conflicts of interest. The sixteenth section is a supplementary material statement, which states that the supplementary material is available in the online version of the paper. The seventeenth section is a references section, which lists the sources used in the study. The eighteenth section is an additional information section, which provides further details about the study. The nineteenth section is a conclusion section, which summarizes the key findings of the study. The twentieth section is an acknowledgements section, which thanks the individuals and organizations that supported the research.



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of track was completed in 1912 at Lakeview, Oregon (Nylen, 1982). The narrow gauge railway ran for 238 miles from Reno to Lakeview where DeLongchamps designed a replica depot (Appendix D-4, D-5). Both structures are listed in the National Register of Historic Places.

The NCO line had the unique distinction that its main industry was not the mining camps and towns throughout Nevada and the west, but the agricultural and ranching industries.

Ranchers relied upon the NCO to transport goods such as sheep, cattle, wool, grain, hay, and lumber goods to and from the

region (Nylen, 1982).



Fig. 41. Nevada-California-Oregon depot circa 1910. The arched entrance fronts Fourth Street. Special Collections Department University of Nevada, Reno Library

The system of tracks that supported the NCO railway ran throughout the industrial area surrounding Fourth Street (Appendix A-3). A line ran from Flanigan's Warehouse, located just a few blocks east of the depot, connecting the depot with the agricultural industry in Reno. In 1917, a portion of the NCO railway line was purchased by the Western Pacific Railroad. Sixty-four miles between Hackstaff Crossing to Reno were sold

The first part of the paper discusses the importance of the  
 research and the objectives of the study. The second part  
 describes the methodology used in the study. The third part  
 presents the results of the study. The fourth part discusses the  
 conclusions of the study.



Figure 1: A line graph showing the relationship between X and Y. The line is labeled Y = 2X.

The results of the study show that there is a positive linear relationship between X and Y. The slope of the line is 2, which means that for every unit increase in X, Y increases by 2 units. This relationship is consistent across the range of X values studied.

to the Western Pacific for \$700,000 (Nylen, 1982). The purchase included the depot in Reno, which then became the headquarters of the Western Pacific and served as their new passenger and freight depot (Fig. 41). Western Pacific operated it as such until 1937 (Myrick, 1962). Western Pacific continued to house their offices in the building until 1958, when the building was purchased by the Barengo family who used it as headquarters for their business, *Sierra Wine and Liquor* until, recently. Currently the building is vacant and is awaiting a potential buyer.

The Nevada-California-Oregon Railroad Depot was listed in the National Register of Historic Places in 1979. The nomination describes the exterior:

"The two-story red brick building is a reflection of the eclecticism of early twentieth century builders, incorporating a variety of design features. The building's low-pitched hip roof is covered in red Spanish tile. The roof's wide eaves are supported by large paired wooden brackets. Shed dormers are found on the sides and front of the roof. The roof's wide eaves are supported by large paired wooden brackets. Shed dormers are found on the sides and front of the roof.

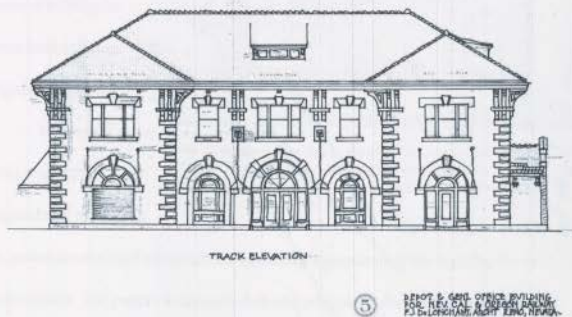


Fig. 42. Track (west) elevation of Nevada-California-Oregon passenger depot designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file

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The most prominent features of the lower floor are the Roman arches used around the door and window awnings. The doors are flanked by sidelights and topped with fanlights. The fanlights are obscured in most instances by canvas openings. An arch is also incorporated in the mission style front entrance. The most striking feature of the building is the extensive use of concrete. There are concrete quoins at all exterior corners. Concrete keystones and imposts are found on door and window openings. The openings also have concrete sills. Concrete also accents the curvilinear gable and impost molding of the front entrance."<sup>9</sup> (Abbe, 1979, NRHP) (Fig. 42-43).

The building remains virtually intact except for some minor modifications to the interior during its occupation by Sierra Wine and Liquor. Interior partition walls were added, mainly in the original passenger waiting area, in order to create multiple offices and could be easily removed to bring the space back to its original configuration.

The interior lobby retains the original multi-colored

tile pattern consisting of six-sided tiles measuring approximately one and a half to two inches across. The pattern is comprised of multiple colors, dark green, deep red, and

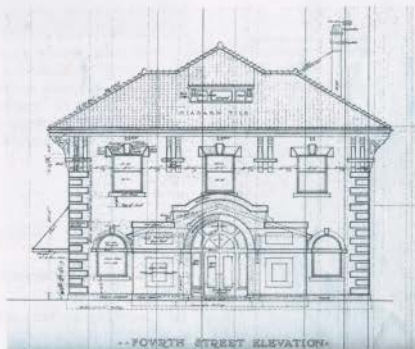


Fig. 43 Original drawings by Frederic DeLongchamps of the *Alpine Glass* warehouse showing the west elevation. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



black on a  
background  
of white  
tile. A  
border  
pattern of  
smaller  
half-inch



Fig 44. Interior entrance hall of the NCO Depot. This entrance faces Fourth Street and was considered the secondary entrance to the building. The primary entrance faced west which fronted on the railroad tracks that ran north out of Reno.

Fig 45. Tile pattern detail showing the border and main field tile patterns. Photos by Christy Fockler June, 2003

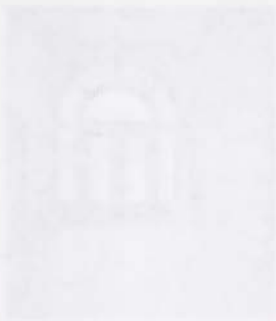
green, red,  
yellow, and  
blue frames

the edges of the floor (Fig 44-45).

The staircase that runs immediately off the south entrance is intact and in excellent condition. The tile continues from the lobby area and runs up the walls of the stairwell, forming a wainscot, capped with a wood trim piece. The banister and railings are original as are the stair risers (Fig 46). The second floor was used for office space and has several large offices



Fig. 46. Interior staircase leading from the south end entrance lobby to the second level office space. Photo by Christy Fockler



Small text block, likely a caption or description, located below the large square image on the left.

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flanking a central corridor. The original hardwood flooring remains under the carpet in the office areas.

The 9,848 square foot depot is currently for sale (Fig. 47). According to the real estate agent, the current owners are looking for a buyer that will retain the building's original character and design in an adaptive re-use business.



Fig. 47. Western elevation of the *NCO Depot*. The center entrance was the main entrance to the depot. Passengers would exit the train at this location and enter the depot. The far entrance was where baggage was loaded and unloaded from the trains. Photo by Christy Fockler June, 2003

1. The first step in the process of the scientific method is to make an observation or ask a question.

2. The second step is to do background research to learn what is already known about the topic.

3. The third step is to form a hypothesis, which is a prediction or an educated guess about the answer to the question.

4. The fourth step is to design an experiment to test the hypothesis.



5. The fifth step is to collect data and analyze the results. If the results support the hypothesis, it may be accepted. If not, it may be rejected or modified.

6. The final step is to communicate the results of the experiment to others.

### 700 Block

The 700 block of East Fourth Street (present-day Wells Avenue) contained several businesses. The 1918 Sanborn maps show the location on the northwest corner of the Nevada Packing Company, which included an ice tanning room and an abattoir, to serve the ranchers could take their cattle to the place for sale. It is reasonable to assume that because of the Nevada California Oregon railroad and the Nevada California Oregon railroad on the southern edge of the block, which extended to the Verdi Lumber Company and the store of the Nevada Packing Company.

The 1947 Sanborn shows little change. The Nevada Packing Company is noted as a self-service laundry service occupy what was the plant. The Eveleth Lumber Company remained surrounded by various auto repair and service businesses.

By the 1955 revision of the Sanborn maps, the Nevada Packing Company had been replaced by the 80-4000 existence today. Much of the businesses



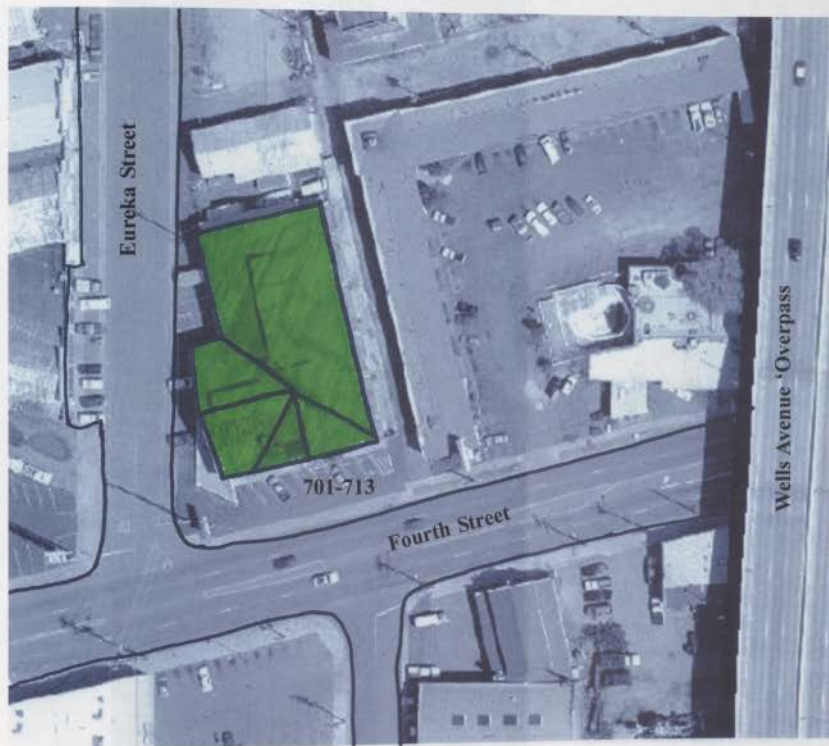


### 700 Block

The 700 block of East Fourth Street, located between Eureka and Alameda Avenue (present-day Wells Avenue) consisted primarily of agriculturally related businesses. The 1918 Sanborn maps show Flanigan's Warehouse in its present location on the northwest corner of the street. Next to Flanigan's was the Nevada Packing Company, which included an ice plant, cold storage, a hide curing and tanning room and an abattoir, to serve the needs of the local cattle ranchers. Local ranchers could take their cattle to the plant to be butchered, frozen, and prepared for sale. It is reasonable to assume that beef could be shipped via Flanigan's Warehouse and the Nevada California Oregon railroad line to communities north of Reno. The southern edge of the block, which extended to the railroad tracks, was the location of the Verdi Lumber Company and the storage and shipping buildings for the Nevada Packing Company.

The 1947 Sanborn shows little change to the block except for the fact that the Nevada Packing Company is noted as a vacant structure. A small auto repair and self-service laundry service occupy what was once an office building for the packing plant. The Eveleth Lumber Company resides on the southern side of the block, surrounded by various auto repair and storage shops.

By the 1955 revision of the Sanborn Insurance Maps, the Nevada Packing Company had been replaced by the 80-unit El Rancho Motel, which is still in existence today. Much of the businesses shown on the 1947 map still existed.









## 701 - 713 East Fourth

- Original: Flanigan's Warehouse Co.
- Current: Forever Yours Antiques
- Constructed: 1902
- Masonry construction
- Designed by: unknown
- Constructed by: unknown
- Square Footage: 38,000



Fig. 48. Flanigan's Warehouse and Cold Storage Plant, date unknown. Photo courtesy of the Nevada Historical Society



Fig 49. Flanigan's Warehouse Co. and Cold Storage plant. 701 - 713 East Fourth Street. Photo by Christy Fockler, March 2003

The Flanigan's Warehouse building is one of the oldest structures along East Fourth Street (Fig 48-49). Constructed in 1901-1902, the original structure was the warehouse for Peter Flanigan's sheep and cattle business. A two-story addition was constructed in 1903. The warehouse stored wool from local sheep ranches and was later a wholesale and distribution center serving the agricultural community of Reno. The close



The map shows the coastline of the island of Sumatra, Indonesia. The main island is shown in the center, with several smaller islands to the north and south. The coastline is marked with various features, including beaches, forests, roads, railways, airports, ports, towns, villages, farms, churches, schools, hospitals, prisons, military bases, airfields, naval bases, airports, seaplanes, helicopters, boats, ships, submarines, torpedo boats, minesweepers, destroyers, cruisers, battleships, aircraft carriers, nuclear submarines, ballistic missile submarines, nuclear-powered icebreakers, nuclear-powered cargo ships, nuclear-powered merchant ships, nuclear-powered fishing boats, nuclear-powered tugboats, nuclear-powered ferries, nuclear-powered cruise ships, and nuclear-powered cruise liners. The map is oriented with North at the top.

proximity to the Nevada-California-Oregon railroad lines as well as the Central Pacific Railroad established the distribution capabilities of the warehouse; and thus Flanigan's Warehouse became one of the most important buildings in Reno (Appendix A- 5). (Reno Buildings Clipping File, Nevada Historical Society). According to the current property owner, the building could store as much

as two million tons of wool during a season and boasted the first operable freight elevator in Reno. In

2001, the 38,000 square foot building was purchased and restored to house a local furniture shop. The owners of

*Forever Yours Antiques and Furniture* have done little to modify the structure. The large one and one-half story warehouse space is a good match for the showcasing of antique furniture and is an excellent example of a successful adaptive re-use idea for this historic structure.

The building retains its original freight elevator, which is still operable (Fig. 50). The building has a cross gabled roof supported by a brick masonry exterior. Semicircular arched windows are consistent at the window and door openings. Brick pilasters divide the exterior facades into multiple bays. Several windows and openings have been altered at the storefront level.



Fig. 50. Original freight elevator in *Flanigan's Warehouse*. Photo by Christy Fockler May, 2003



The interior wood beams are one piece of solid wood that appear to be hand hewn (Fig. 51). Large crossbeams run perpendicular to the roofline and are supported by timber pieces to form a series of bays within



Fig. 51 Interior of Flanigans Warehouse / Forever Yours Antiques. Photo by Christy Fockler June, 2003

the warehouse space. The original hardwood floors remain in good condition. The minor cosmetic improvements such as cleaning the brick exterior and removing the drop ceiling on the first level were the most extensive parts of the restoration completed by the owner (Fig.52).



Fig. 52. The western elevation of Flanigans Warehouse / Forever Yours Antiques. The ramp and railing were added in the remodel of 2001 for ADA access. Photo by Christy Fockler June, 2003



Figure 1. A faint, light-colored illustration of a landscape or architectural scene, possibly a building or a natural setting, rendered in a sketchy style.

Figure 1. A faint, light-colored illustration of a landscape or architectural scene, possibly a building or a natural setting, rendered in a sketchy style.



Figure 2. A faint, light-colored illustration of a landscape or architectural scene, possibly a building or a natural setting, rendered in a sketchy style.



### 900 Block

The 900 block of East Fourth Street was the result of the railroad line. The close location to the import and export goods made or stored by the Company had structures that stretched along the tracks. The Ice House once used by the Company while awaiting shipment on the railroad.

The 1918 Sanborn maps show the location of the Brewing Company located on southeast corner of the brewery. Across the street on the north side of the street surrounded by several residential dwellings.

The 1947 and 1955 Sanborn maps show the location of the Company, with the completion of the building. The home to the Reno Traction Company had a business surrounded by several parcels.

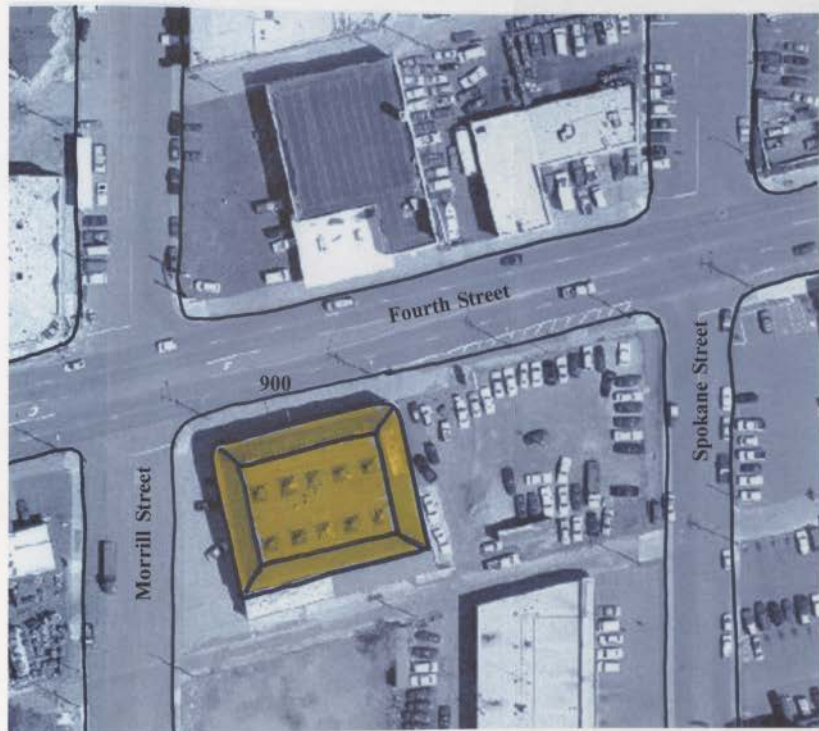


### 900 Block

The 900 block of East Fourth Street was home to businesses that grew up as a result of the railroad line. The close location to the tracks allowed businesses to import and export goods made or stored along Fourth Street. The Reno Brewing Company had structures that stretched from Fourth Street south to the railroad tracks. The Ice House once used by the brewery to keep the kegs of beer chilled while awaiting shipment on the railroad still stands in its original location.

The 1918 Sanborn maps show the large facility belonging to the Reno Brewing Company located on southeast corner of the block. Vacant lots surround the brewery. Across the street on the northwest corner was the Reno Traction Company, surrounded by several residential dwellings and vacant lots.

The 1947 and 1955 Sanborn maps show the expansion of the Reno Brewing Company, with the completion of the bottling plant in 1940. The structures that were home to the Reno Traction Company have been replaced with an Auto Repair business surrounded by several parcels of still vacant land.







## 900 East Fourth Street

- Original: Reno Brewing Co. Bottling Plant
- Current: Vacant
- Constructed: 1940
- Masonry construction
- Designed by: unknown
- Constructed by: unknown
- Square Footage: 14,000



Fig. 53. Reno Bottling Plant 1940. Photo courtesy of the Nevada Historical Society



Fig. 54 The Reno Bottling Plant, which was once part of the Reno Brewery Company. 900 East Fourth Street. Photo by Christy Fockler March, 2003

The Reno Brewing Company Bottling Plant is one of the few remaining buildings of the Reno Brewery. The building was constructed in 1940 by the Reno Brewing Company, one of Reno's oldest business establishments of the time (Appendix B-6). The Bottling Plant was built to house the bottling works, packing, and shipping departments of the Reno Breweries operations, one of many buildings built by the brewery along Fourth Street (Fig. 53-54).

# 1. Introduction



1. Introduction	1
2. Methodology	2
3. Results	3
4. Discussion	4
5. Conclusion	5
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Figure 1: A photograph of a landscape, showing a field or body of water in the foreground and some distant structures or trees.

The first part of the paper is an introduction to the topic, followed by a brief overview of the methodology used in the study.

The second part of the paper is a detailed description of the methodology used in the study, including the data collection and analysis procedures.

The third part of the paper is a detailed description of the results of the study, including the data collection and analysis procedures.

The fourth part of the paper is a detailed description of the discussion of the results, including the data collection and analysis procedures.

The fifth part of the paper is a detailed description of the conclusion of the study, including the data collection and analysis procedures.

Table 1





The Reno Brewing Company was established in 1903 by Jacob Hook, Peter Dohr and John Maurer (Clark, 1940). The company brewed many beers, including Royal Beer and One Sound State Beer, both of which were shipped throughout Nevada and Northern California territories (Walton, 1949). The primary and most popular beer product produced was Sierra Beer (Author unknown, 1940, NSJ). The brewery was very successful and continued to produce and supply bottled beer to the mining communities surrounding Reno until the onset of World War I when supplies became limited and prohibition was instituted. At that time, the brewery converted its operations to manufacture non-alcoholic beer, soda water, seltzers, and flavored soft drinks until the manufacturing of beer became legal again in 1933. During World War II, the production of beer slowed again as a result of the lack of supplies, including bottles and cans. The company suffered and was sold in 1948. The brewery was demolished in 1959 in order to construct a casino, which was never built (Earl, 1995, Boulder City News). The bottling plant remains in its original location.

The bottling plant is a one-story structure constructed of brick and steel, and covers an entire square block measuring 115 feet by 130 feet (Author unknown, 1940, NSJ) (Fig. 55). At the time of its construction, the



Fig. 55 – Interior steel girders support the roof of the *Reno Bottling Plant*. Photo by Christy Fockler June, 2003

The following table shows the results of the survey conducted in the year 2000. The data is presented in a table format with columns for the different categories and rows for the specific data points. The table is organized into two main sections: the first section contains the data for the year 2000, and the second section contains the data for the year 2001. The data is presented in a table format with columns for the different categories and rows for the specific data points. The table is organized into two main sections: the first section contains the data for the year 2000, and the second section contains the data for the year 2001.





building boasted the "largest single span in the State of Nevada" (Clark, 1940, NSJ). The building is distinguishable by the red brick exterior and curved glass block corner (Fig. 56). The elevation that fronts Fourth Street was built with an "all glass front with plate bricks and plate windows so that passersby can see the beer as it is being made" (Author unknown, 1940, NSJ). The interior space is lighted primarily by fifteen skylights in the ceiling. The original mezzanine and skylights are still operable. (Fig. 57).

The building is currently vacant and is being used primarily as a storage area. The property owner has several ideas for the space and has contacted a local architect to develop some schematic designs for the building such as a jazz club and restaurant.



Fig. 56 – Glass block window at the corner elevation of the *Reno Bottling Plant*. Photo by Christy Fockler June, 2003



Fig. 57 View of rooftop skylights. The mezzanine level is visible in the foreground. Photo by Christy Fockler June, 2003



### 1200 Block

The early days of tourist travel and Nevada had little in the way of lodging along lined Fourth Street. It was not until after courts, hotels, and motels began to be closing trying to recover from the Great Depression, structures into auto camps, hoping to find a stop for the night. Small, hand built cottages Main Street America on strategic points along traveled crossroads of Route 66" (Witzke).

The twelve hundred block of East Main Street was inhabited until the late 1940s. For the next decades the parcels of land along this eastern street were filled in with a mix of residences and businesses, a bus company and a few motels. By the mid-1950s, business sites or restaurants. By the next decade, two restaurants, and several motels lined the street.

Today, the block is a mix of small businesses and small retail establishments. The main building is a motel. One of the buildings has undergone a conversion from a residential home, to a restaurant, to a office, to a department permit office, historic photographs stands vacant. None of the property owners were granted an interview for this study. All of the property is on Fourth Street.

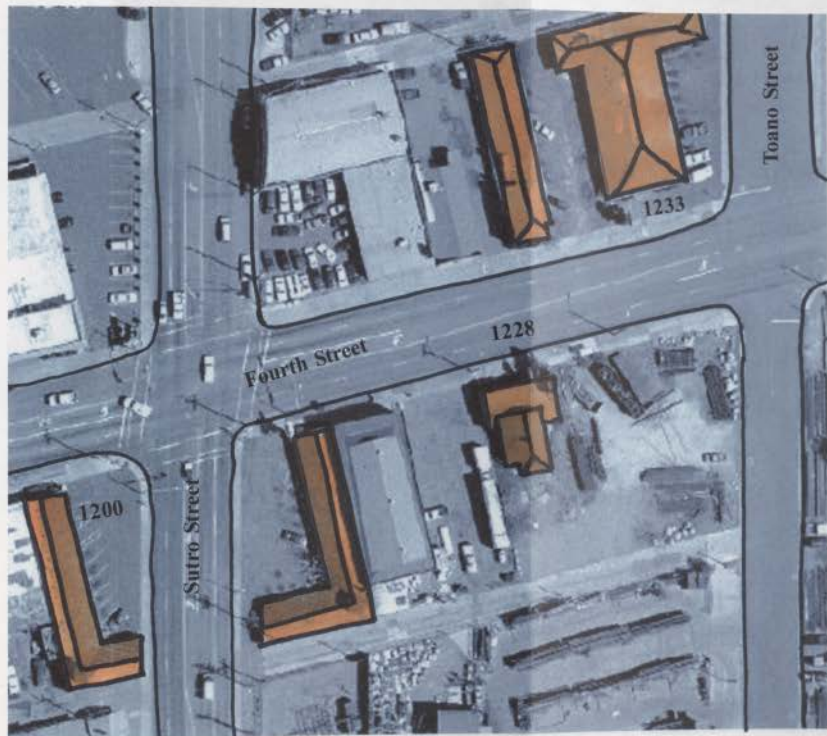


### 1200 Block

The early days of tourist travel along the Lincoln and Victory Highways in Nevada had little in the way of lodging accommodations except for Auto Camps that lined Fourth Street. It was not until after World War II that the majority of the motor courts, hotels, and motels began to be constructed along East Fourth Street. Families trying to recover from the Great Depression began converting their land or existing structures into auto camps, hoping to find ways to entice the now-traveling public to stop for the night. Small, hand built cottages were constructed on "vacant land lining Main Street America on strategic points along the Lincoln Highway, and at the well-traveled crossroads of Route 66" (Witzel, 2000, page 48).

The twelve hundred block of East Fourth Street in Reno was sparsely inhabited until the late 1940s. For the most part, only a few residential houses dotted the parcels of land along this eastern stretch of the highway. The lots were gradually filled in with a mix of residences and business establishments, including a chemical company and a few motels. By the mid to late 1950s, some of the homes had become business sites or restaurants. By the next decade a tire store, a mattress company, two restaurants, and several motels lined the block. Only two residences remained.

Today, the block is a mix of small, weekly rental motels, industrial businesses, and small retail establishments. The mattress company remains, as do several of the motels. One of the buildings has undergone several revisions, changing from a residential home, to a restaurant, to an office machine business. This building now stands vacant. None of the property owners of the following hotels and motels granted an interview for this study. All research for the following properties was



completed using sidewalk surveys, documentation from the Reno Building Department permit office, historic photographs from the Nevada Historical Society and recent newspaper articles regarding Fourth Street.

The first step is to make sure that the property and the highway are located in the same county. If they are not, then the county of the property must be changed to the county of the highway. This can be done by using the "Change County" option in the "Property" menu. Once the county is correct, the next step is to make sure that the property is located on the highway. This can be done by using the "Locate Property" option in the "Property" menu. Once the property is located on the highway, the next step is to make sure that the property is located on the correct side of the highway. This can be done by using the "Locate Property" option in the "Property" menu. Once the property is located on the correct side of the highway, the next step is to make sure that the property is located on the correct side of the highway. This can be done by using the "Locate Property" option in the "Property" menu.

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The first step in the process of the development of the new curriculum was the identification of the needs of the students. This was done through a series of focus group discussions and interviews with teachers and students. The results of these discussions and interviews were used to identify the key areas of concern for the students and to develop a list of objectives for the new curriculum. The next step was to develop the content of the curriculum. This was done through a series of workshops and discussions with teachers and subject experts. The results of these workshops and discussions were used to develop a list of topics to be covered in the new curriculum. The final step was to develop the assessment strategy for the new curriculum. This was done through a series of discussions with teachers and subject experts. The results of these discussions were used to develop a list of assessment tasks and a list of assessment criteria.

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## 1200 East Fourth Street

- Original: Sutro Motel
- Current: Sutro Motel
- Constructed: c. 1955
- Wood with brick veneer construction
- Designed by: unknown
- Constructed by: unknown
- Square Footage: 3,500 approx. each unit



Fig. 58 Postcard of the *Sutro Motel* circa 1955 advertising: "12 new, beautifully furnished, carpeted, sound-proof, air-conditioned units with tile baths. 8 blocks to down-town Reno" Postcard courtesy of Michael A. "Bert" Bedeau



Fig. 59 The *Sutro Motel*, present day 1200 East Fourth Street. Photo by Christy Fockler

The *Sutro Motel* was constructed circa 1955 and is one of the later motels to be built along Fourth Street as a result of the transcontinental highway system. Complete with "carpeted, sound-proof, air-conditioned units", the motel was attractive and modern for the time. (Fig 58-59). Two Spanish Mission style units straddle the east and west sides of Sutro Street, both capped with a pan and barrel tile roof. The motel is configured in an L-shaped "motor court" design, which allows vehicles to park directly in front of each room. Private and public spaces are incorporated in each wing of the motel (Jakle, 1996, page





37). The structure is wood frame (City of Reno Building Department permit) with a stucco exterior façade.

Currently, the

motel is used for weekly and monthly rentals. The units appear to be well maintained and provide an attractive street side appearance. The roof appears to be in good condition.

The building has been painted, and from the outside, the individual units appear to be clean and well-maintained. Some residents have placed outdoor furniture on the doorsteps and have decorated with potted flowers. One unit flies an American flag (Fig. 60-61).



Fig. 60 Eastern unit of the Sutro Motel Photo by Christy Fockler January, 2003



Fig. 61 Sign at Sutro Motel advertising weekly rentals complete with kitchenettes. Photo by Christy Fockler March, 2003



Figure 1. A map of the study area showing the location of the study site and the surrounding area.

The study area is located in the central part of the country, and is characterized by a semi-arid climate. The area is mostly covered by dry grassland, with some scattered trees and shrubs. The study site is located in the center of the study area, and is surrounded by a fence. The study site is a rectangular area, and is used for the study of the effects of the treatment on the growth of the plants.



Figure 2. A map of the study area showing the location of the study site and the surrounding area.

## 2. Materials and Methods

### 2.1. Study Area

#### 2.1.1. Climate

#### 2.1.2. Soil

#### 2.1.3. Vegetation

#### 2.1.4. Water

#### 2.1.5. Topography

#### 2.1.6. Land Use

#### 2.1.7. Population

#### 2.1.8. Economy

#### 2.1.9. Culture

#### 2.1.10. Environment

#### 2.1.11. Society

#### 2.1.12. Health

#### 2.1.13. Education

#### 2.1.14. Religion

#### 2.1.15. Politics

#### 2.1.16. Law

#### 2.1.17. Art

#### 2.1.18. Science

#### 2.1.19. Technology

#### 2.1.20. Industry

#### 2.1.21. Agriculture

#### 2.1.22. Forestry

#### 2.1.23. Fishing

#### 2.1.24. Hunting

#### 2.1.25. Mining

#### 2.1.26. Manufacturing

#### 2.1.27. Services

## 1228 East Fourth Street

- Original: Pvt. Res. of John Siri
- Current: Vacant
- Constructed: c. 1920
- Masonry Construction
- Designed by: Res. - unknown. Remodel by: F. DeLongchamps
- Constructed by: unknown
- Square Footage: 2,300

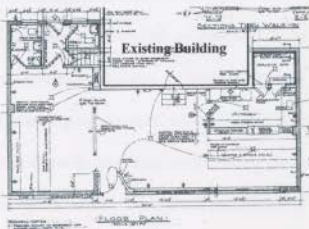


Fig. 62. Floor plan of the remodel to John Siri's residence. The existing house is noted. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



Fig. 63 Siri's Business Machines 1228 East Fourth Street. Photo by Christy Fockler March, 2003

Originally, this site was the residence of John Siri (1918 Sanborn Maps; 1929-1930 Polk's Reno City Directory). Although the original structure, was not directly associated with the transcontinental highways, the succeeding businesses that occupied this site did come as a result of the highway that was Fourth Street. According to the Reno City Directories, Mr. Siri and his wife Elizabeth continued to live on the property until 1948. In 1952, the residence was remodeled with the addition of a masonry storefront, designed by Frederic J. DeLongchamps in 1952 (Fig. 62-63). The original residence



Figure 1. A photograph of the study area showing the location of the sampling sites (indicated by arrows) and the surrounding landscape.

# Table 1. Summary of the data collected during the study.

Variable	Unit
Temperature	°C
Humidity	%
Wind speed	m/s
Soil moisture	%
Plant height	m
Leaf area index	m <sup>2</sup> /m <sup>2</sup>
Chlorophyll content	mg/g
Stomatal conductance	mol/m <sup>2</sup> /s
Transpiration rate	mmol/m <sup>2</sup> /s
Water use efficiency	g/m <sup>2</sup> /mmol



Figure 2. A photograph of the study area showing the location of the sampling sites (indicated by arrows) and the surrounding landscape.

The data collected during the study were used to calculate the following variables:

- Temperature (°C)
- Humidity (%)
- Wind speed (m/s)
- Soil moisture (%)
- Plant height (m)
- Leaf area index (m<sup>2</sup>/m<sup>2</sup>)
- Chlorophyll content (mg/g)
- Stomatal conductance (mol/m<sup>2</sup>/s)
- Transpiration rate (mmol/m<sup>2</sup>/s)
- Water use efficiency (g/m<sup>2</sup>/mmol)

remained, located behind the new masonry addition (Fig. 64). A brick façade was added and the building was enlarged and redesigned to house *Siri's Fish-n-Chips Restaurant* (1950 Polk's Reno City Directory). Over the following decades, the business changed from a fish-n-chips restaurant, to *Siri's Italian Restaurant and Cocktail Lounge*, which became a local favorite. As the restaurant business declined and the character of the Fourth Street corridor changed, the Siri family closed the restaurant and transferred the family business, *Siri's Business Machines* to that location. The structure is currently vacant and stands in disrepair.

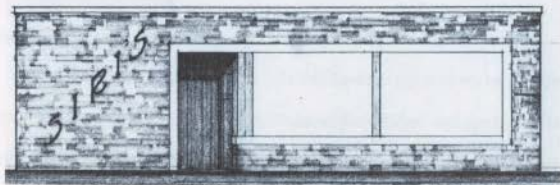


Fig. 64 Drawing of storefront remodel and addition by by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



## 1233 East Fourth Street

- Original:Pvt.  
Res.until c.1950
- Current:Hi Ho  
Motor Lodge
- Constructed:1950
- Wood construction
- Designed  
by:unknown
- Constructed by:J  
Redelius
- Square Footage:  
9,570

Like many of parcels of land

along East Fourth Street, the 1200

block was comprised of open land

interspersed with residential homes and a few businesses.

The original structure located at 1233 East Fourth Street, a private residence until 1947, was demolished to construct the *Hi Ho Motel* (City of Reno Building Department; 1950 Polk's Reno City Directory) (Fig. 65-66). The *Hi Ho Motel* was completed by 1952 with 27 units available. Several additions have been made to the complex including the addition of several rooms in 1966 to bring the total to 32 units (Fig. 67).



Fig. 65 Postcard of the *Hi Ho Motel* advertising: "A new, fully modern 32 unit, carpeted motel with tubs or tile showers. Circulating hot air, vented heat. Free radios in each unit. The Nearest Motel to CityCenter."

Postcard courtesy of Michael A. "Bert" Bedeau



Fig. 66. The *Hi Ho Motor Lodge* present day, 1233 East Fourth Street. Photo by Christy Fockler March, 2003





The graph shows a general upward trend from 1980 to 1995, followed by a decline. The data points are as follows:

Year	Value
1980	20
1985	40
1990	35
1995	80
2000	60

### Project: Designing a New Product

1. Identify the problem.	•
2. Research the market.	•
3. Generate ideas.	•
4. Develop a prototype.	•
5. Test the prototype.	•
6. Refine the design.	•
7. Prepare for production.	•
8. Launch the product.	•
9. Monitor sales and feedback.	•
10. Improve the product.	•

The first step in the design process is to identify the problem.

Next, you need to research the market to understand the needs of your target audience.

Once you have identified the problem and researched the market, you can generate ideas for a solution.

After generating ideas, you should develop a prototype to test your design.

Testing the prototype allows you to identify any issues and make improvements before production.

Once you are satisfied with the prototype, you can prepare for production and launch the product.

Finally, you should monitor sales and feedback to ensure the product is meeting the needs of your target audience.



The graph shows a general upward trend from 1980 to 1995, followed by a decline. The data points are as follows:

Year	Value
1980	20
1985	40
1990	35
1995	80
2000	60

After launching the product, you should monitor sales and feedback.

Based on the feedback, you can make improvements to the product.

Improving the product helps you stay competitive in the market.

By following these steps, you can successfully design and launch a new product.

Remember, the design process is iterative and may require multiple cycles.

Good luck with your project!





Fig. 67. The *Hi Ho Motor Lodge* circa 1955. University of Nevada – Reno Special Collections Library

According to the City of Reno Building Department Permit office, the structure is wood frame with a stucco exterior façade. The layout is a “two row motor court configuration” allowing diagonal parking in front of each unit (Jakle, 1996, page 37). A portion of the structure is two stories (Fig. 68). The complex is currently a weekly and monthly rental establishment. The units appear to be in a state of mild disrepair. While the structure appears to be reasonably sound, the general appearance of the property seems rundown and uncared for.



Fig. 68. The *Hi Ho Motor Lodge*. Photo by Christy Fockler March, 2003



### 1700 Block

The seventeen hundred block of East Fourth Street was mostly by agricultural properties and a majority of the hotels and motels associated with the area were constructed after the end of World War II.

In 1930, a Reno businessman purchased the 1700 block of East Fourth Street and constructed a ballpark that was complete with bleachers for spectators.

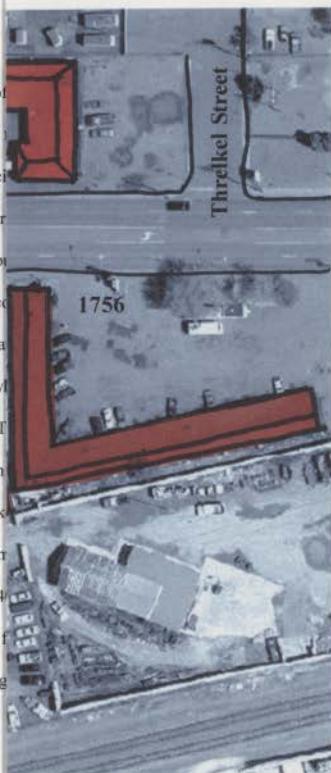
The businessman was Jack Threlkel, who owned a shoe repair shop located on Chestnut Street. Mr. Threlkel was a baseball fan.

He owned a shoe repair shop who could play baseball and soon after the ballpark was built, the *Cubs*. Several leagues played at Threlkel's ballpark.

The ballpark was named the Twilight. University of Nevada teams played at the park. In 1941, the area also played at the park.

In 1942, the park was used for games played between local teams and teams from other areas. The park was called Bonanza (Fig. 69). The park is now gone.

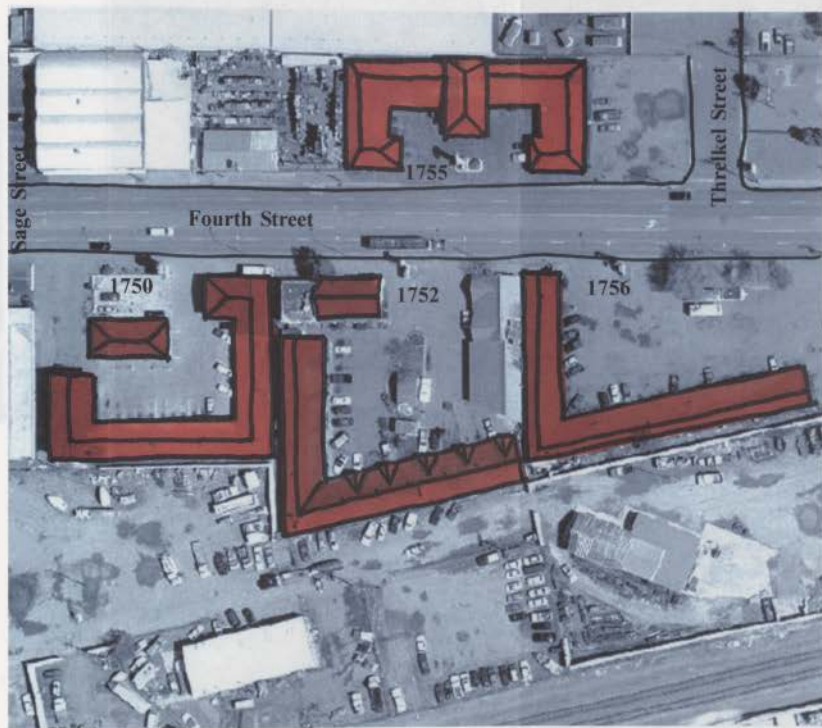
The park is now a local trucking company.



### 1700 Block

The seventeen hundred block of East Fourth Street was originally inhabited mostly by agricultural properties and a few residential homes in the 1940s. The majority of the hotels and motels associated with the transcontinental highways were constructed after the end of World War II.

In 1930, a Reno businessman purchased four acres at the eastern edge of the 1700 block of East Fourth Street and constructed a new baseball diamond. The park was complete with bleachers for spectators and grass fields (Earl, 1997, Bonanza). The businessman was Jack Threlkel, who in 1907 had opened Reno's first auto repair shop located on Chestnut Street. Mr. Threlkel began to hire workers for his repair shop who could play baseball and soon formed a local team called the *Reno Garage Cubs*. Several leagues played at Threlkel's ballpark, including the Sierra Nevada and the Twilight. University of Nevada teams played there, and professional teams visiting the area also played at the park. In 1940, lights were installed and night games were played between local teams and teams from Northern California (Earl, 1997, Bonanza) (Fig. 69). The park is now gone, replaced by the Wells Cargo company, a local trucking company.



The western portion of the block, from the intersection of the street with the railroad, was originally occupied by a large industrial building. This building was destroyed by fire in 1910. The remainder of the block was occupied by a large industrial building, which was also destroyed by fire in 1910. The remainder of the block was occupied by a large industrial building, which was also destroyed by fire in 1910.

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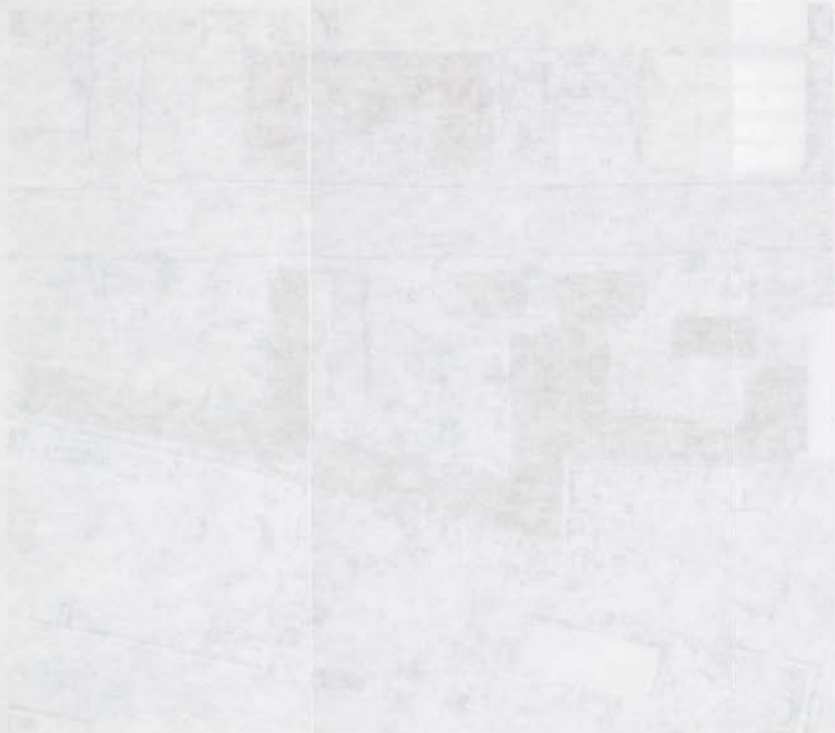










Fig. 69. East Fourth Street 1945. Threlkel's Ballpark is in the upper right corner. Several of the motels are noted. Photo courtesy of the Nevada Historical Society Neal Cobb Collection



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## 1750 East Fourth Street

- Original: Highway 40 Trailer Park
- Current: HiWay 40 Motel
- Constructed: c. 1947.
- Remodel 1981
- Brick/Tile construction
- Designed by: unknown
- Constructed by: J. Redelius
- Square Footage: 11,558



Fig. 70 Postcard of the Highway 40 Motel circa 1950 advertising: "A new, air-conditioned, fire-proof, fully carpeted motel with full-tile showers. Radios."

Postcard courtesy of Michael A. "Bert" Bedeau

### The HiWay 40 Motel

(current spelling) (Fig. 70-71) is one of several motels built along East Fourth Street by Julius Redelius. A German immigrant, Mr. Redelius originally lived along East Fourth Street and ran a chicken farm, which was located at the present site of 1752 East Fourth Street, next door to this structure. His descendants still reside in Reno, although they are not the current owners of the properties. An interview with Mr. Redelius's daughter and



Fig. 71 HiWay 40 Motel 1750 East Fourth Street. Photo by Christy Fockler January, 2003



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grandson

revealed that in

the mid 1920s,

he converted his

chicken coops

and surrounding



Fig. 72 Remodel and construction of the Redelius family's chicken coops to the *Shady Grove Auto Camp* in 1925. Photo courtesy of the Carpenter Family, July, 2003

property into an "Auto Camp," utilizing the chicken coops as the covered parking for automobile storage (Fig. 72). Over the next several decades, Mr. Redelius constructed several more motels along the southern boundary of East Fourth Street, including the *Highway 40 Trailer Park* and the *Shady Grove* next door.

Mr. Redelius built the *HiWay 40 Motel* sometime between 1945 and 1949; it was originally called the *Highway 40 Trailer Park*. According to the City of Reno Building Permit office, the structure originally was constructed of brick and tile. The complex was advertised as "air-conditioned and fire-proof." In 1981, portions of the structure were demolished and rebuilt with wood frame construction. The motor court is a L-shaped configuration with a detached public lobby (Jakle, 1996, page 37). The *HiWay 40 Motel* is currently a weekly and monthly rental (Fig. 73).



Fig. 73 Neon sign of the *HiWay 40 Motel*. Photo courtesy of [www2.sjsu.edu](http://www2.sjsu.edu)



## 1752 East Fourth Street

- Original: Shady Grove Auto Camp  
c.1925
- Current: Farris Motel
- Constructed: c.1947
- Hollow tile/Stucco construction
- Designed by: unknown
- Constructed by: J. Redelius
- Square Footage: 13,500



Fig. 74 Postcard of the Farris Motel circa 1950 advertising: "Accommodations for 1 to 6 in an elegantly furnished, roomy, fully carpeted, 31-unit motel. Tubs and full-tile showers. Thermostatic controlled heat. Garages. Kitchenette. One of the Finest Motels in the West."

Postcard courtesy of Michael A. "Bert" Bedeau

The present location of the

Farris Motel (Fig. 74) is the original

location of the *Shady Grove Auto Camp*, built by Julius Redelius in 1925. As previously mentioned, Mr. Redelius constructed several motels along East Fourth Street between

1925 and the late 1940s, during

the height of the Lincoln and

Victory Highways. Mr. Redelius

continued to reside on the

property at his residence next to

the Auto Camp (Fig. 75). The

*Shady Grove* was complete with

a gas station and mechanic's shop that fronted Fourth Street, a convenient stop for



Fig. 75 Photograph of the Shady Grove Auto Court, 1935. Photo courtesy of the Carpenter Family, July, 2003





travelers along  
the highway (Fig.  
76). The *Shady  
Grove* operated  
until 1947 when  
it was



Fig. 76 Gas station along East Fourth Street next to the *Shady Grove*, current site of the *Farris Motel*. Photo courtesy of the Carpenter family, July, 2003

demolished.

Redelius built the *Farris Motel* in its place.

The *Farris Motel*, was owned by Mr. R.B. Farris and was known for its “wedding cake facade” that fronts the entrance to the detached public lobby (Fig. 77). The motel is constructed of “hollow tile with sheathing” and has a Spanish tile roof (Reno Building Department Permit office). The 31-unit complex is an L-shaped, motor court configuration (Jakle, 1996, page 37) (Fig. 78). Some units were originally built with kitchenettes, making it possible to adapt them for current use as a weekly and monthly



Fig. 77 Lobby entrance at the *Farris Motel* 1752 East Fourth Street, Photo by Christy Fockler March 2003



Figure 1. A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

Figure 2.

(a) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

(b) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

(c) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

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(e) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

(f) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

(g) A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.



Figure 3. A map of the study area showing the location of the study site (indicated by a black dot) and the surrounding landscape. The map includes a scale bar and a north arrow.

Figure 4.



Fig. 78 Parking lot and motel units of the *Farris Motel*. Photo by Christy Fockler March

motel. The property appears to be in mild disrepair. Paint is peeling off of the structures, trash and run down automobiles line the parking area .

The original neon sign has been removed from the property (Fig. 79).



Fig. 79 Neon sign in front of the wedding cake entrance of the *Farris Motel*. The sign is no longer standing. Photo courtesy of [www2.sjsu.edu](http://www2.sjsu.edu)



### 1755 East Fourth Street

- Original: Travel Lodge
- Current: Sandman Motel
- Constructed: 1949
- Wood construction/brick veneer
- Designed by: unknown
- Constructed by: unknown
- Square Footage: 8,825



Fig. 80 The Sandman Motel 1755 East Fourth Street. Photo by Christy Fockler January 2004

The *Sandman Motel* was constructed in 1949 and was originally called the *Travel Lodge* (1950 Polk's City of Reno Directory). The U-shaped motor court has 27 units and is constructed of wood with a brick exterior veneer (Fig. 80).

The property appears to be well maintained and clean except for the eastern edge of the property where a vacant lot is currently being used as a parking lot for renters of the motel (Fig. 81). Manicured



Fig. 81 Motel units and adjoining parking lot of the Sandman Motel Photo by Christy Fockler January 2004

landscaping and shrubbery line the interior courtyard of the motel and the exterior doors to the units have been painted in bright, pastel colors of pink and light blue.

# Chapter 11: The History of the United States



Map of the United States showing the locations of the 13 original colonies.

1. New England	2. Middle Atlantic
3. Southern	4. Western
5. New England	6. Middle Atlantic
7. Southern	8. Western
9. New England	10. Middle Atlantic
11. Southern	12. Western
13. New England	14. Middle Atlantic

The first European settlers in the United States were the Pilgrims, who arrived in 1620. They were followed by the Puritans, who arrived in 1630. The Spanish and French also had colonies in the United States, but they were not as successful as the British.



Map of the United States showing the locations of the 13 original colonies.

- 1. New England
- 2. Middle Atlantic
- 3. Southern
- 4. Western
- 5. New England
- 6. Middle Atlantic
- 7. Southern
- 8. Western
- 9. New England
- 10. Middle Atlantic
- 11. Southern
- 12. Western
- 13. New England
- 14. Middle Atlantic

The first European settlers in the United States were the Pilgrims, who arrived in 1620. They were followed by the Puritans, who arrived in 1630. The Spanish and French also had colonies in the United States, but they were not as successful as the British.



An original neon sign, topped with an automobile still stands along Fourth Street.

The sign is a signature monument to the hotel (Fig. 82). The motel is currently a weekly and monthly rental.



Fig. 82 Neon sign of the *Sandman Motel* with its signature automobile topping off the sign. Photo by Christy Fockler, March, 2003

Figure 1. (a) Schematic diagram of the proposed system. (b) Schematic diagram of the proposed system.

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Figure 1. (a) Schematic diagram of the proposed system. (b) Schematic diagram of the proposed system.



Figure 1. (a) Schematic diagram of the proposed system. (b) Schematic diagram of the proposed system.



## 1756 East Fourth Street

- Original: Everybody's Inn Motel
- Current: Everybody's Inn Motel
- Constructed: c. 1947
- Wood/Stucco construction
- Designed by: unknown
- Constructed by: J. Redelius
- Square Footage: 6,290



Fig. 83 Postcard of the *Everybody's Inn Motel*.  
Postcard courtesy of Michael A. "Bert" Bedeau

The *Everybody's Inn Motel* was built circa 1947 by Julius Redelius, who built several motels in this block of East Fourth Street (Fig. 83). The motor court is constructed in an L-shaped configuration and has 27 units. The building is wood construction with stucco exterior façade. A brick wainscoting is visible at the lower level of the exterior wall.

The *Everybody's Inn Motel* is currently a weekly and monthly rental and the property is in an advanced state of disrepair (Fig. 84). Although the structure appears



Fig. 84. The *Everybody's Inn Motel* 1756 East Fourth Street. Photo by Christy Fockler April 2003



sound, trash and broken down cars line the far east end of the property making the area look and feel unsafe and rundown. A small convenience store is located at the west corner of the building. The original neon sign still remains (Fig. 85).



Fig. 85 Neon sign of the Everybody's Inn Motel. Photo courtesy of [www2.sjsu.edu](http://www2.sjsu.edu)

with the following information: the name of the person who is the subject of the photograph, the date of the photograph, the location of the photograph, and the name of the person who took the photograph.



Photograph of a person, possibly a woman, standing in a field or garden.



### Social Issues of East Fourth Street

Fourth Street is located between Third and Fifth Street, north of the Truckee River. Like most cities, its name has meaning in the way residents identify with it. Most Reno residents view Fourth Street with a look of distaste or apprehension. The common reaction is "be careful when you're down there" or "don't go down there alone ... you don't know what might happen." Residents view the Fourth Street corridor as a highly infested crime area, full of shoddy motels, empty buildings, and a mixture of industrial entities such as a dump station for the Reno city dump; an iron works business, and a recycling center.

Long-time Reno residents remember Fourth Street as the central business thoroughfare in Reno but always a commercial streetscape. Fourth Street was viewed as the area of town where local businesses operated and residents went to purchase household items. *Commercial Hardware*, *Albers Feed Store*, the *Nevada Art Supply* and the *D-M Western Store* were locally owned and operated and were favorites of Reno residents as was *Siri's Italian Restaurant*. Some of these businesses still exist along Fourth Street.

Fourth Street's decline began in the late 1960s with the building of Interstate 80 just three blocks north of Highway 40. The traffic that once rumbled down old Highway 40 was now diverted to the new interstate. The deterioration was slow but inevitable, and by 1974 when Interstate 80 was completed, Highway 40 was a shell of its former grandeur (Mullen, March 10, 2002, RGJ).



There is a lot of work to be done in the

future, and we must be prepared to meet it.

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The image of Fourth Street today is one of long-time neglect. Transients walk along the broken and cracked sidewalks, and lighting along the street is limited, making the street feel dark and forbidding at night. Parking is limited and is not easily accessible to those Reno residents who do come to Fourth Street for business or to go to a restaurant or bar. The overall feeling is one of dilapidation and danger. The Reno Police Department's Neighborhood Crime Statistics note that for the month of October 16, 2003 to November 15, 2003, the number of crimes such as burglary, robbery, and stolen vehicles committed along the East Fourth Street corridor was seventy-three. The downtown business district reported one hundred and nineteen crimes committed during the same time-period (Reno Police Department Crime Statistician, February 2004). A news report on February 5, 2004, indicated that crime along East Fourth Street was down from three months ago. The Reno Police Department has implemented a grassroots program in order to try to lower the amount of crime that occurs along the corridor. The report stated that the Reno Police met with motel owners along East Fourth Street to give them options and advice on how to prevent crime on their properties and along the street. According to the statement, three months ago the Reno Police Department was called to the area an average of forty times a week. Since the execution of this new program, that number has been reduced to seven times a week (February 5, 2004, 11:00pm news, KRVN Channel 4 News).

Exceptions along Fourth Street do exist, such as successful businesses like *Louis' Basque Corner*, but these are few and far between among the seedy motels used by low-

The first of these is the fact that the first of the two main groups of the  
 population, the "white" population, is the one that is most affected by the  
 economic crisis. This is due to the fact that the "white" population is the one  
 that has the highest income and the highest consumption. This is why the  
 economic crisis has a more severe impact on the "white" population than on the  
 "black" population. The second of the two main groups is the "black" population.  
 This population is the one that is most affected by the economic crisis. This is  
 due to the fact that the "black" population is the one that has the lowest  
 income and the lowest consumption. This is why the economic crisis has a  
 more severe impact on the "black" population than on the "white" population.  
 The third of the two main groups is the "mixed" population. This population  
 is the one that is most affected by the economic crisis. This is due to the fact  
 that the "mixed" population is the one that has the lowest income and the  
 lowest consumption. This is why the economic crisis has a more severe impact  
 on the "mixed" population than on the "white" population and the "black"  
 population. The fourth of the two main groups is the "other" population. This  
 population is the one that is most affected by the economic crisis. This is due  
 to the fact that the "other" population is the one that has the lowest income  
 and the lowest consumption. This is why the economic crisis has a more severe  
 impact on the "other" population than on the "white" population, the "black"  
 population, and the "mixed" population.

income families who "can't get out of the slummy motels" (Damon; March 11, 2002), the prostitutes and drug dealers who walk the street, and the industrial domain that now overshadows what was once the main east-west thoroughfare through Reno.

The once flourishing tourist motels are now populated with low-income families, many of whom cannot afford the deposit and first months rent for a respectable apartment (Damon; March 11, 2002). In a four-day series highlighting Fourth Street, published by the Reno Gazette Journal in March of 2002, the following statistics were cited:

- It is estimated that 3500 people live in Reno's 93 weekly motels; 21 of those motels are located on the 2-mile stretch of East Fourth Street, known as the "motel belt."
- The "hassle-free" rooms are rented for as little as \$85.00 a week with no deposit required. Services such as a phone, TV, or maid service are not included.
- Approximately 14% of those residing in the weekly rental motels are children.
- 981 of those children have been identified by the Washoe County School District as "homeless, living in motels or with other families."
- 29% of the families residing along Fourth Street are family households, compared with the Reno average of 56%
- 93% of the housing along the Fourth Street corridor is rented, versus 52.5% for the community of Reno.

While many of the families who reside in the motels along Fourth Street are not in a position financially to move into a more respected area of town, the City of Reno has also exacerbated the problem with regards to the weekly rental businesses that exist along the streetscape. The City of Reno's municipal code requires hotels and motels within the city limits to pay a licensed room tax per night for each room rented. Weekly and monthly motels are exempt from this room tax as long as the rental is for a consecutive period of at least twenty-eight days. To qualify for this exemption, the rent per week cannot exceed \$150.00 per week for a single person or \$200.00 per week for three or more people

1. The first step in the process of the development of a new product is the identification of the market opportunity. This involves a thorough analysis of the market, including the size, growth, and competition. The next step is to develop a business plan, which outlines the company's goals, objectives, and financial projections. This plan is then used to secure financing from investors or lenders.

2. Once financing is secured, the company can begin the development process. This typically involves hiring a team of engineers, designers, and marketers to create a prototype of the product. The prototype is then tested to ensure it meets the required specifications and is feasible for mass production.

3. After the prototype is tested, the company can begin the manufacturing process. This involves setting up a production line and sourcing the necessary materials and components. The company may also need to obtain regulatory approvals from government agencies, depending on the nature of the product.

4. Once the product is manufactured, the company can begin marketing and sales efforts. This typically involves developing a marketing strategy, creating promotional materials, and launching the product in the market. The company may also need to establish a distribution network to get the product into the hands of consumers.

5. Finally, the company must monitor the performance of the product in the market and make any necessary adjustments. This may involve conducting market research, analyzing sales data, and implementing changes to the product or marketing strategy.

(City of Reno Municipal Code Section 2.10.220). This tax exemption has prompted many small hotels and motels in the area to convert from single night rentals to weekly rentals, thus facilitating the problem. Many property owners of these small motels say that they simply cannot compete with the large, fancy hotels downtown who can offer prices as low as \$26.00 a night for much nicer rooms and a prime location on the Reno strip. So they convert their properties into inexpensive, no-hassle rental units. Many property owners feel that investing money into their property in order to make the area more appealing is not a viable option, and that any major renovation other than repairing minor damage, painting the room, or installing new carpet is just not affordable (Thompson, March 12, 2002, RGJ).

In the last decade, the City of Reno has attempted to change the image of Fourth Street with neighborhood clean-ups, a strong police presence, and several design competitions to suggest ideas for revitalization, but only a few cosmetic changes have been implemented due to limited grant funding availability. In recent years, the City of Reno has made a strong effort to promote the Lincoln and Victory Highways as a historic background for the Fourth Street corridor. Neighborhood groups comprised of property owners have also begun to implement ideas for change. Therefore, it is evident that the City of Reno and the Fourth Street neighborhood are ready to revitalize this important stretch of the Lincoln and Victory Highway in Reno. The next chapter will discuss recommendations for renewing and revitalizing the East Fourth Street corridor.

The first of these is the fact that the system is not a simple one. It is a complex system, and the complexity of the system is a function of the number of components and the number of interactions between the components. The second of these is the fact that the system is not a static one. It is a dynamic system, and the dynamics of the system are a function of the number of components and the number of interactions between the components. The third of these is the fact that the system is not a linear one. It is a non-linear system, and the non-linearity of the system is a function of the number of components and the number of interactions between the components. The fourth of these is the fact that the system is not a deterministic one. It is a stochastic system, and the stochasticity of the system is a function of the number of components and the number of interactions between the components. The fifth of these is the fact that the system is not a homogeneous one. It is a heterogeneous system, and the heterogeneity of the system is a function of the number of components and the number of interactions between the components. The sixth of these is the fact that the system is not a uniform one. It is a non-uniform system, and the non-uniformity of the system is a function of the number of components and the number of interactions between the components. The seventh of these is the fact that the system is not a symmetric one. It is an asymmetric system, and the asymmetry of the system is a function of the number of components and the number of interactions between the components. The eighth of these is the fact that the system is not a balanced one. It is an unbalanced system, and the unbalance of the system is a function of the number of components and the number of interactions between the components. The ninth of these is the fact that the system is not a stable one. It is an unstable system, and the instability of the system is a function of the number of components and the number of interactions between the components. The tenth of these is the fact that the system is not a predictable one. It is an unpredictable system, and the unpredictability of the system is a function of the number of components and the number of interactions between the components.



## V. Conclusions and Recommendations

### All the Best Roads Lead Out of Town

*(in downtown Reno) We stopped at the railroad tracks and sat in the gravel and watched the Union Pacific rumble through town. A jukebox was playing Roy Orbison in a doorway down the street. His felt voice mingled with the freight....The Sundowner casino sign gave direction to a passing spaceship. It hooked and disappeared over the Sierras.*  
Eddy Joe Cotton, Hobo, (pp. 188-9,96)

In the last ten years, the City of Reno has attempted to spur redevelopment and revitalization of the East Fourth Street corridor. Several redevelopment ideas and plans have been discussed and promoted, only to be put on hold or delayed. Design workshops hosted by the City of Reno Economic Development Office and the Reno-Sparks Corridor Business Association (RSCBA) produced preliminary façade improvement designs for selected buildings along East Fourth Street, giving business owners a chance to comment on proposed future designs. Although little has actually been completed with regard to the façade improvement workshop, some business owners have attempted to improve their property with fresh coats of paint or landscaping.

### Reno-Sparks Corridor Specific Plan District

Perhaps the principal step toward the redevelopment of Fourth Street occurred in 1999 when a group of Fourth Street business owners joined together in an attempt to revive the Fourth Street business district and to block the City of Reno's attempts to locate its human services and homeless shelter at the eastern end of Fourth Street. As a result the Reno-Sparks Corridor Business Association (RSCBA) was formed. The City of Reno proposed the construction of a new homeless shelter "campus," which was intended to



consolidate several groups including separate men's, women's and family shelters, and a soup kitchen. Business owners feared the establishment of the shelter would degrade the area and contribute to the already neglected feeling of the corridor. The RSCBA applied for a re-zoning of the area to remove the industrial zoning status that allowed for manufacturing, warehousing, and homeless shelters, and to re-zone the corridor to a mixture of zoning districts for a zoning change for a 1.5 mile stretch of East Fourth Street beginning at Lake Street, stretching eastward to U.S.395 and north to Eighth Street, just south of Interstate 80 (Fig. 86). The Reno-Sparks Corridor Specific Plan District (SPD) was adopted by the City of Reno on August 17, 1999 as a solution to the zoning problem presented by the RSCBA. The main purpose of the SPD was to "create a zoning district and development standards to maintain and revitalize the historic and economic business development of the area" (Reno-Sparks Corridor Specific Plan District).

Four zoning districts were created combining a mixture of commercial, industrial, and residential structures, united with common streetscape lighting, trees, street furniture, and building and material types, in an effort to create a cohesive streetscape. The four zoning districts, the Corridor Business District, Urban Density Housing District, Commercial Industrial District, and Public Facility District, all vary according to their location within the SPD. The Corridor Business District combines commercial and residential buildings with a historically-themed streetscape. It comprises the majority of the SPD from Fourth Street to Sixth Street. The Urban Density Housing District, located at the northern edge of the SPD, runs from Sixth to Seventh Streets and is zoned for single



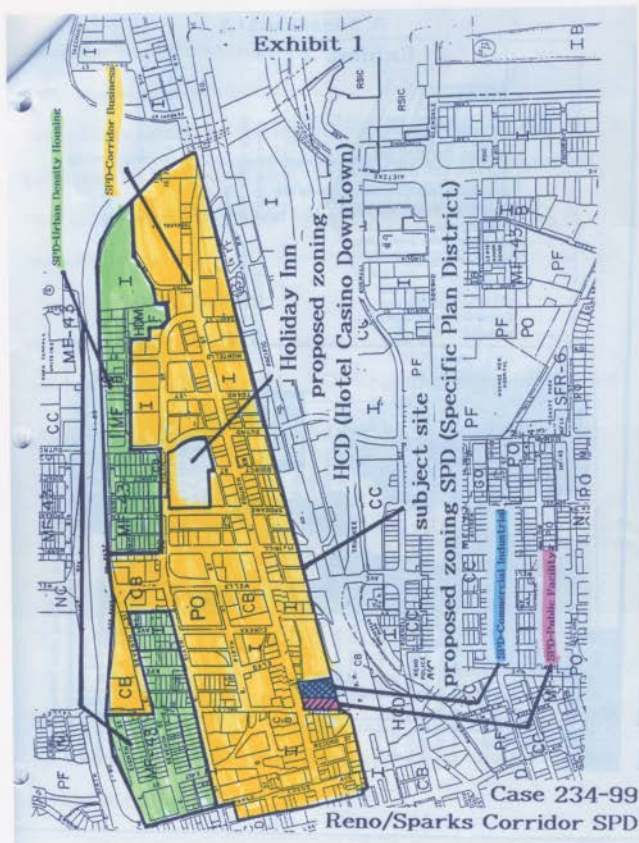


Fig. 86. Reno Sparks Corridor Specific Plan District. Courtesy of the Reno Community Development and Planning Office





and multifamily residential homes (Fig. 87).

The Commercial Industrial District is reserved for the existing industrial businesses along Fourth Street (Fig. 88). The Public Facility District is for homeless services that currently exist within the corridor.



Fig. 87 Neighborhoods surrounding East Fourth Street. Photo by Christy Fockler July

The SPD specifically outlines acceptable businesses and discourages others such as industrial, trailer parks, adult businesses, hotels without gaming, and services that cater to the homeless, including blood



Fig. 88 Industrial business along East Fourth Street. Photo by Christy Fockler March 2003

banks, homeless shelters, and free clinics. The SPD does allow these services to be built with the approval of a special use permit, although no services for the homeless can front on Fourth Street.

The SPD includes design specifications and style suggestions based on historical styles, such as vertical pane windows, western facades, and architectural details. Brick





Figure 1. A landscape view of the study area.

The study area is located in the northern part of the study area. The landscape is characterized by a mix of agricultural land, forests, and some built-up areas.



Figure 2. A landscape view of the study area, showing a different perspective.

The study area is located in the northern part of the study area. The landscape is characterized by a mix of agricultural land, forests, and some built-up areas.

The study area is located in the northern part of the study area. The landscape is characterized by a mix of agricultural land, forests, and some built-up areas.

The study area is located in the northern part of the study area. The landscape is characterized by a mix of agricultural land, forests, and some built-up areas.

patterns, exterior trim details and suggestions for new construction materials are also included. The SPD encourages parking in the rear of the buildings and requires that any open lot that fronts Fourth Street be surrounded by five feet of landscaping.

The implementation of the SPD along Fourth Street not only forced the City of Reno to reconsider the location of the proposed homeless campus, but it gave property and business owners the first step towards revitalization of the corridor (Reno Community Development Office, 2003).

The vacant lots, vacant buildings, and absence of trees and landscaping along the Fourth Street corridor create an empty streetscape. The lack of pedestrian lighting, narrow, crumbling sidewalks, and the busy four-lane "highway" create an atmosphere of asphalt and concrete, unfriendly to the pedestrian, and uninviting to potential customers.

In addition to the creation of the SPD, the Fourth Street corridor from Virginia Street to the Sparks city line falls into a "transit corridor," a program set up by the City of Reno Planning and Community Development Office as part of the city's master plan, through which additional modes of public transit are being considered. The goal of the Transit Corridor program is to connect the city with development that supports a pedestrian friendly environment. Bicycle routes, safer sidewalks, and better lighting are all goals of the program.



### Recent Attempts at Redevelopment

Several small projects along East Fourth Street have taken the first steps toward beautification of the corridor. Committees made up of business owners have been formed to promote neighborhood clean-up days, painting of curbs and crosswalks, façade improvements, the installation of additional street lighting, and an increased police presence along the street in an attempt to rid the area of drug sales and prostitution (Bath, March 17, 1997, Reno Gazette Journal).

As a result of their efforts, four blocks of East Fourth Street became part of the "Beautification Project Along Fourth Street," sponsored by the Reno Redevelopment Agency. Federal funding was received from a Community Development Block Grant (CDBG) in the amount of \$594,000 with an additional \$31,000 contributed by local casinos to bring the total contribution to \$625,000.

The project provided streetscape beautification items such as period-style street lighting and decorative bollards along the sidewalk, along with trash cans and trees placed every

50 feet (Fig. 89). Unfortunately, the amount of funding only allowed improvements on a half mile of Fourth Street, from Lake Street to the Wells Avenue overpass (Cox, April 29, 2000, Reno Gazette Journal). In addition, the return of trolley cars to the downtown and Fourth Street corridors was researched in the mid-1980s. However, the project was never realized for lack of funds (Voyles, June 15, 1984, Reno Gazette Journal).



Fig. 89 Period style lighting installed on four blocks of East Fourth Street. Photo by Christy Fockler January 2003



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For the most part, business owners have taken it upon themselves to clean up their specific properties. Owners of *Forever Yours Antiques*, located in the historic Flanigan's Warehouse rehabilitated the warehouse structure without any federal funding aid or involvement. Several other owners have attempted to clean up their properties with coats of paint and minor landscaping, but most say that they simply do not have the financing to completely refurbish their buildings. Ironically, all of the property owners interviewed for this project reported that they do not want federal funding or grants if it means listing their property in the National Register or State Register. They fear strict design restrictions and government involvement, which in their view would restrict them in terms of the types of businesses and design modifications they could complete. Several owners indicated that they did not know the tax credit programs existed for the rehabilitation of historic properties.

In the last year, two events have the potential to create positive outcomes for Fourth Street. The first is the construction of the Downtown Reno Events Center, located at East Fourth and Center Street, one block off the casino core. The 118,000 square-foot facility will be an anchor for East Fourth Street, bringing visitors to restaurants and nightclubs such as *Louis' Basque Corner* and the *Reno Jazz Club*, both within walking distance of the Events Center. The completion of the Events Center in January of 2005 could be a catalyst for the City to begin redevelopment of the Fourth Street corridor as visitors to the region will now be exposed to the area. It would provide an opportunity to revitalize the street with new modes of transportation catered to tourists and convention





attendees, such as the reintroduction of the trolley car bringing them to local restaurants or boutiques along Fourth Street. The second event to influence potential redevelopment came in January, 2004. Fourth Street was transferred to the City of Reno in a "street swap" with Nevada Department of Transportation. Fourth Street, originally a highway and therefore maintained by NDOT, was not considered a high priority for repair issues. The transfer of ownership will greatly benefit the entire Fourth Street corridor as the City of Reno will be able to maintain not only the street, but also the sidewalks and landscaping as well. Any changes, such as parking or issues regarding transportation, will now be addressed to the City of Reno who will be the deciding entity.

#### **Issues of Fourth Street**

The issue facing the City of Reno is the immediate decision regarding the homeless shelter. The city and the businesses along Fourth Street have been dealing with the topic of the homeless and transient problem in the area for over a decade. Several proposals for the location of the homeless shelter have been drafted over the years, only to be challenged by area residents. In early 2003, the Reno City Council approved the construction of a new homeless campus at the east end of Fourth Street on a tract of property between the railroad tracks and the grouping of hotels that run from Sage to Threkel Street (Fig. 90) (Goodman, October 3, 2003, Reno Gazette Journal). The campus, which would include a 150 bed drop-in facility and dining hall, separate men's, women's, and family facilities, and an intake clinic would lie just outside the boundaries of the SPD. In November 2003, the City Council reopened the issue, requesting that the



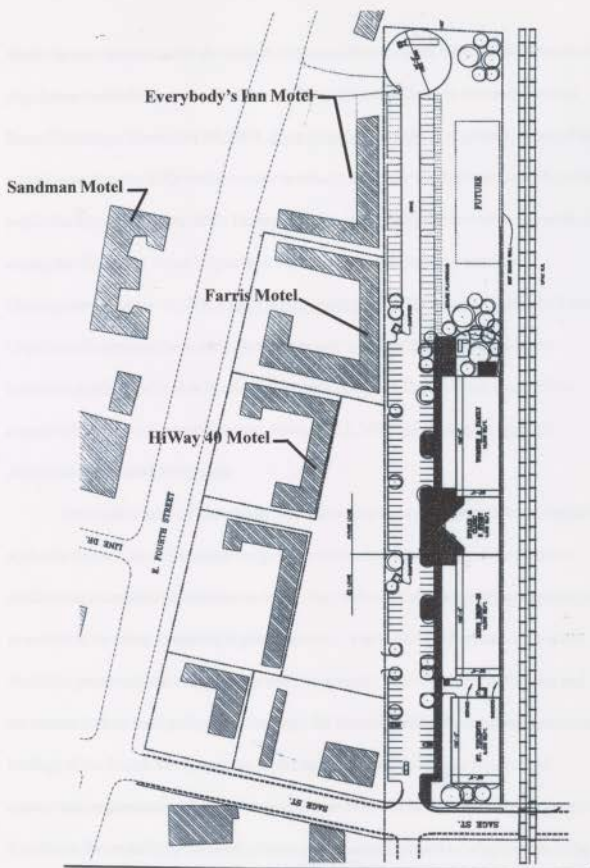


Fig.90 Proposed homeless facility at the Sage Street location. Courtesy of Reno Community Development and Planning Office.



Architectural drawing of a building floor plan, showing various rooms and structural elements. The drawing is oriented vertically on the page.



shelter be relocated closer to downtown on Record Street, on the basis that the homeless population would frequent the shelter more if it was located closer to the casino core of Reno (Goodman, November 20, 2003, Reno Gazette Journal). If approved, a special use permit amending the SPD would have to be obtained in order to allow the shelter to reside within the boundaries of the SPD. Business owners are fighting the new recommendation, stating that the shelter would impair their businesses and discourage customers (Roccapriore, January 21, 2004, Reno Gazette Journal). On February 11, 2004 the Reno City Council approved the zoning change required to amend the SPD and allow the homeless shelter to be built at the Record Street location. A detailed plan must still be approved by the City Council (Damon, February 12, 2004, Reno Gazette Journal).

#### **Available Structured Programs**

The rehabilitation of historically significant structures along Fourth Street should be a priority for the City of Reno and the property owners within the area. Fourth Street, unlike other transportation corridors in Reno, has the distinct advantage of having emerged as a result of the transcontinental highway systems. The historical character of the street should be preserved and interpreted in order to promote redevelopment of the area and accentuate both its local and regional heritage. By focusing on the historical transportation heritage of the Fourth Street corridor, business owners and the City of Reno could concentrate on promoting a heritage tourism theme of the transcontinental highways as a foundation for revitalizing the street to encourage preservation and to bring tourists to the area. Heritage tourism has the greatest potential to tie the history of Fourth Street



together with the remaining buildings and showcase the transcontinental highways for visitors that come to the area.

The following programs and recommendations might be utilized to begin the process of the revitalization of Fourth Street visually by restoring and rehabilitating structures and properties along the street.

### Heritage Tourism

Heritage tourism can provide Fourth Street with a unique advantage in promoting the corridor to tourists that want to experience a part of America's history (Fig. 91).

The Heritage Tourism program, administered by the National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places and activities that authentically represent the stories and people of the past" ([www.nationaltrust.org/heritage\\_tourism](http://www.nationaltrust.org/heritage_tourism)). The program is designed to assist state and local organizations, governments, or redevelopment agencies with the process of developing a program based on the region's local historic assets and promoting them to tourists, thus developing an important economic tool for the community.

Tourism has grown in recent years throughout the United States, and tourism that is based in historic sites, events and structures has become a very popular interest to the traveling public. The National Trust program provides materials to local communities to



Fig. 91 Promotional signage such as this could be used along Fourth Street promoting the Lincoln and Victory Highways. [www.byways.org](http://www.byways.org)





The following table shows the results of the survey conducted in the area of the river, showing the number of fish caught in each of the different sections.

Section	Number of fish caught
Section 1	12
Section 2	15
Section 3	18
Section 4	20
Section 5	22
Section 6	25
Section 7	28
Section 8	30
Section 9	32
Section 10	35
Section 11	38
Section 12	40
Section 13	42
Section 14	45
Section 15	48
Section 16	50
Section 17	52
Section 18	55
Section 19	58
Section 20	60
Section 21	62
Section 22	65
Section 23	68
Section 24	70
Section 25	72
Section 26	75
Section 27	78
Section 28	80
Section 29	82
Section 30	85
Section 31	88
Section 32	90
Section 33	92
Section 34	95
Section 35	98
Section 36	100
Section 37	102
Section 38	105
Section 39	108
Section 40	110
Section 41	112
Section 42	115
Section 43	118
Section 44	120
Section 45	122
Section 46	125
Section 47	128
Section 48	130
Section 49	132
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Section 51	138
Section 52	140
Section 53	142
Section 54	145
Section 55	148
Section 56	150
Section 57	152
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Section 84	220
Section 85	222
Section 86	225
Section 87	228
Section 88	230
Section 89	232
Section 90	235
Section 91	238
Section 92	240
Section 93	242
Section 94	245
Section 95	248
Section 96	250
Section 97	252
Section 98	255
Section 99	258
Section 100	260

establish programs that incorporate and promote the local history. The program is based on five steps:

- Collaboration: partnerships between local communities, historians, tourism industry, Main Street programs, and governmental agencies to promote the heritage program.
- Finding the fit between the community and tourism: creating a cohesive balance between the residents of the community and tourists. The hardest challenge for the community is how to preserve the resource that brings tourism to the area, and still give tourists the experience they desire. Local roads, airports and infrastructure can be greatly affected by mass numbers of tourists that come to the region.
- Making sites and programs come alive: communities need to "make the destination worth while." Historic photographs, interpretative signage describing historic sites and events, walking tours and authentic representations of the past should be utilized to enhance the tourist experience.
- Focus on the quality and authenticity: making the experience for the tourist as authentic as possible will promote the heritage of the city and make the trip memorable.
- Preserve and protect: the existing natural and historic resources of the community must be preserved and maintained ([www.aam-us.org](http://www.aam-us.org)).

Historic transportation corridors form popular Heritage Tourism programs. The Route 66 highway as a transportation corridor is a successful example of this. Heritage tourism could be a great asset to Reno and Nevada. The promotion of transportation corridors could be developed to not only highlight the transcontinental highways, but also pioneer stage routes, railroad corridors, and river routes. Smaller towns along the Victory and Lincoln Highway could be linked together with other communities to promote Nevada tourism and the state's history as a whole (Fig. 92).



Tourists vary in what they want from their experience when they visit the Reno area. The City of Reno needs to develop a plan to promote its heritage and incorporate it into a viable program to entice tourists to come to the region for activities other than gambling. Reno already has a well-established tourist base based on the gaming industry and on outdoor recreation areas such as Lake Tahoe, Donner Lake, and local ski resorts in winter. Virginia City, twelve miles from Reno, is a popular historic site visited by many tourists each year and should be incorporated as part of the heritage tourism experience. Reno could build upon the historic base

of the Lincoln and Victory Highways to promote the transcontinental highway and preserve the unique character and historic value of the street. Icons such as the cement bridge designed by a Reno resident in the early days of the Lincoln Highway, which subsequently founded the model for all bridge design for the Lincoln Highway, should be highlighted (Fig. 93). Many of the

tourists that come to Reno are likely to gamble or go to Tahoe during their visit, even if their initial reason for



Fig. 92 Decorative pillars such as this could be placed along the Lincoln or Victory Highways in Nevada. [www.byways.org](http://www.byways.org)



Fig. 93 The Lincoln Highway Bridge. Photo by Christy Fockler August 2003



Small, square, light-colored object, possibly a piece of paper or a small box, with a faint, illegible label or text on it.



Rectangular, light-colored object, possibly a piece of paper or a small box, with a faint, illegible label or text on it.

coming to Reno may be for history.

The community of Reno currently has established the Heritage Tourism Coalition (HTC), which is a partnership of museums, preservation and non-profit organizations, and cultural entities that work together to promote Reno's historic heritage ([www.nevadahtc.org](http://www.nevadahtc.org)). In April 2003, the Heritage Tourism Coalition sponsored a bus tour of Reno highlighting the city's vast assortment of neon signs that adorn the streets. Many of the signs showcased were along the Fourth Street corridor. Projects such as this not only provide an entertaining way to learn and see the city, but it also highlights activities and history in Reno that can promote the heritage of the area outside of gaming. The city needs to complete a sound marketing plan that focuses on the historic assets of the region to increase visitors to historic attractions.

Reno, already a destination area with gaming, and recreation, also draws crowds for many annual events. Any given event can typically fill the downtown hotel rooms to capacity. *Hot August Nights*, a classic car event showcasing automobiles built in the 1940s and 1950s brought an estimated 797,552 people to the city in 2003 (Cox, September 17, 2003, [Reno Gazette Journal](#)). Crowds line the downtown streets to watch vintage cars parade in a "controlled cruise" that is typically the highlight of the week long event. Fourth Street, having grown out of the automobile era during the decades of the 1930s to the 1950s, could play a part in the *Hot August Nights* celebrations by showcasing their transportation heritage through related events. Businesses along the Fourth Street corridor could work with the organizers of *Hot August Nights* to tie into the





annual event and promote Fourth Streets transportation history. For example, vacant lots along Fourth Street could be used to feature restored cars of the era. The currently vacant *Alpine Glass* warehouse, located three blocks off the main casino core on East Fourth Street, could be used to host a 1950s Sock Hop or other period music event.

Smaller events such as the *Great Reno Balloon Race*, an annual hot air balloon event, and the *Street Vibrations* motorcycle rally brought crowds of up to 70,000 people to the area (Roccapiore, September 7, 2003, *Reno Gazette Journal*).

Locally, the Nevada Commission for Cultural Affairs office grants money for projects that specifically "pertain to the preservation and promotion of Nevada's cultural resources" ([www.nevadaculture.org](http://www.nevadaculture.org)). The Commission has approximately \$2 million dollars annually to grant to projects that protect historical buildings in Nevada. Projects such as the Riverside Hotel renovation, which adaptively re-used the old hotel and converted it for artists lofts have received funds from the Commission for Cultural Affairs. Structures along Fourth Street, such as the NCO Depot and the Reno Bottling Plant could greatly benefit from these grants and help to promote Fourth Streets history.

Many programs are available to communities to foster redevelopment in order to facilitate heritage tourism. The following three programs represent the best solutions for the East Fourth Street businesses to improve the visual environment along the street in order to achieve the main goal of promoting their history through heritage tourism. These programs involve a variety of state and federal resources including the National Trust, a



portion of Nevada's federal highway funds and the City of Reno Redevelopment Agency to assist in redevelopment.

### Main Street Program

The Fourth Street corridor is a prime candidate for the Main Street program based on its history as the main east-west commercial corridor through Reno.

The Main Street Program was conceived by the National Trust to work with local communities in order to revive commercial cores by utilizing the existing historic structures as a basis for revitalization (McBee, 1992, page 150). The Main Street Program has proven to be an effective economic device in

revitalizing commercial streetscapes. Denver's Larimer Square is a prime example of a successful project reusing historic structures to create a viable streetscape (Fig. 94). Restaurants, specialty retail shops, and office spaces now line both sides of the street, luring people to an area that was once filled with derelict buildings slated for demolition.

The prime benefit of the Main Street Program is that it is tailored to the community's individual needs and opportunities. Each community goes through the *Main Street Four Point Approach*, which includes

- Design: rehabilitation of the historic structures
- Organization: partnerships among business owners and city organizations

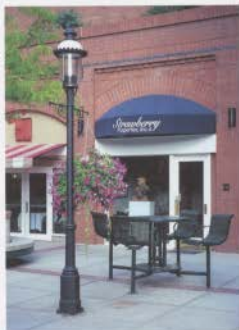


Fig. 94 Denver's Larimer Square shops. Photo by Christy Fockler June 2003



Figure 1. A portrait of a person, possibly a historical figure, shown in a very faint, low-contrast image.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be carefully documented to ensure the integrity of the financial data. This section also touches upon the need for regular audits and the role of the accounting department in providing accurate reports to management.

The second part of the document focuses on the implementation of new accounting software. It describes the challenges faced during the transition process, such as data migration and employee training. The document highlights the successful completion of the project and the benefits of the new system, including improved efficiency and reduced errors.

The third part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be carefully documented to ensure the integrity of the financial data. This section also touches upon the need for regular audits and the role of the accounting department in providing accurate reports to management.

- Promotion: using marketing tools to promote the area to businesses, customers and tourists
- Economics: building upon the revitalized area's tax base and other economic incentives to entice new businesses ([www.mainstreet.org](http://www.mainstreet.org)).

Combined with the thinking that small successful projects can change the visual design of the street, the combination of private, and community partnerships, and the promotion of events that relate to the streetscape history, the local community can rebuild and renew a commercial business streetscape.

Currently, Reno does not have a Main Street Program in place. The business community along Fourth Street has already shown an interest in the initial steps of revitalization by establishing design standards and obtaining a new zoning district with the establishment of the Specific Plan District. Simple improvements such as streetscaping, façade improvements, painting, restoration of historic neon signage, and the removal of non-historic paint schemes on masonry structures would improve individual structures along the corridor. Many business owners already realize the historic value of the Lincoln and Victory Highways that founded the streetscape. Promotional signage along the street, such as period-style lighting with signage advertising the transcontinental routes, would add both aesthetic value and create a sense of history along the street.

#### **Transportation Enhancements Policy ( NTHP ) - TEA - 21**

In 1998, the Transportation Equity Act for the 21<sup>st</sup> Century, or TEA-21, was passed to allocate funding for projects related to transportation entities ([www.fhwa.dot.gov](http://www.fhwa.dot.gov)).

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It allows states to use 2% of the monies allocated to them for federal highway improvements to fund projects related to the improvement of transportation corridors ([www.nationaltrust.org](http://www.nationaltrust.org)). Projects that apply for TE or Transportation Enhancement funds must meet at least two of the following twelve requirements:

- Construction of pedestrian and bicycle paths, including reconstruction of sidewalks, curb ramps, bike lanes and bike parking;
- Educational material for pedestrians and bicyclists concerning safety;
- The purchase of historic sites and buildings, landscapes, and scenic vistas;
- Historic highway programs and the construction of visitor's centers, lookouts, signage and markers;
- Street beautification such as lighting, art, landscaping and street furniture; (Fig. 95)
- The preservation of historic buildings and the restoration of buildings for transportation related services, such as a visitor's center or historic museum;
- The rehabilitation of historic structures that are related to the transportation theme of the corridor, including railroad depots, bus depots or train trestles;
- Conversion of abandoned railroad beds for bicycle or pedestrian walkways;
- The removal of inappropriate billboards and signage along the corridor;
- Research, preservation and archaeological planning for the development of interpretive signage, inventories and guides;
- Environmental issues such as water pollution or river clean up;
- Construction or rehabilitation of historic structures such as railroad depots for the establishment of museums related to transportation ([www.fhwa.dot.gov](http://www.fhwa.dot.gov)).



Fig. 95 Outdoor street furniture at Denver's Writers Square. Photo by Christy Fockler July 2003



The first of these is the fact that the system is not a simple one. It is a complex system, and the complexity is not only in the number of components, but also in the way they are connected. The second is the fact that the system is not a static one. It is a dynamic system, and the dynamics are not only in the way the components interact, but also in the way the system evolves over time. The third is the fact that the system is not a linear one. It is a non-linear system, and the non-linearity is not only in the way the components interact, but also in the way the system evolves over time.

The fourth is the fact that the system is not a homogeneous one. It is a heterogeneous system, and the heterogeneity is not only in the way the components interact, but also in the way the system evolves over time. The fifth is the fact that the system is not a deterministic one. It is a stochastic system, and the stochasticity is not only in the way the components interact, but also in the way the system evolves over time.



Figure 1. A schematic diagram of the system, showing the components and their interactions.

The sixth is the fact that the system is not a simple one. It is a complex system, and the complexity is not only in the number of components, but also in the way they are connected. The seventh is the fact that the system is not a static one. It is a dynamic system, and the dynamics are not only in the way the components interact, but also in the way the system evolves over time. The eighth is the fact that the system is not a linear one. It is a non-linear system, and the non-linearity is not only in the way the components interact, but also in the way the system evolves over time.

The TEA-21 program was set to expire in September of 2003. The program was extended for an additional five months, until February 2004. It is scheduled to be on the Senate floor by mid-February of 2004 and will hopefully be re-authorized by May 2004 (National Trust Monthly Journal Main Street News; No. 190 May 2003). When re-established, this program could greatly benefit the Fourth Street corridor as elements of Fourth Street meet more than two of the requirements listed above. In fact, there is the potential to meet as many as nine of the requirements in various parts of Fourth Street.

TEA-21 and Main Street programs have been combined in communities to provide funding for the restoration of depots, the construction of bike and pedestrian paths, and for façade improvements (National Trust Monthly Journal Main Street News; No. 190 May 2003).

Under TEA-21, the Nevada-California-Oregon depot could be restored and rehabilitated into a museum showcasing the history of Fourth Street, the transcontinental highways, and area railroads including the Nevada-California-Oregon line and the Virginia and Truckee Railroad. The repair of sidewalks, installation of lighting, and the addition of landscaping would make pedestrian access safer and more inviting. Signage promoting the Victory and Lincoln Highways could line the streets. The addition of bike lanes and the reintroduction of the trolley line that historically ran down the center of Fourth Street would not only improve the visual aspect of the street but would allow tourists several modes of transportation from the downtown casino core to the revitalized commercial core of Fourth Street.



### Storefront Improvement Program

Storefront or façade improvement programs are designed to initially encourage the revitalization process beginning with minor projects such as repainting a structure, replacing windows, and adding awnings, to more involved projects such as complete exterior renovations. The program is administered by local Redevelopment Agencies, which provide cash grants to business owners who can use the funds for construction costs, materials, and design assistance. The business owner or recipient of the grant must match the grant dollar for dollar. Many communities have combined the Storefront Improvement Program with the Building Lighting Enhancement Program, which adds lighting to promote signage, historical markers, or to highlight architectural details and features of a significant building. The added lighting not only promotes the charm and history of the street; it can also accentuate the rehabilitated storefront façade, which in turn helps to attract visitors and businesses to the street ([www.pdc.us](http://www.pdc.us)). A direct result of a storefront improvement is that the neighboring structures see an immediate result to revitalizing the street.

Businesses along Fourth Street could participate in and greatly benefit from the Storefront Improvement Program as a first step to cleaning up the visual aspects of the street and promoting the historic theme of the streetscape. Tying in with the transcontinental highways concept of heritage tourism as the focus of the façade improvements, businesses such as *Louis' Basque Corner*, the *Marion Hotel*, *Alpine Glass*, the *Bottling Plant*, and all of the small weekly rental hotels should be eligible to apply under this grant program. Removing the paint from *Louis' Basque Corner* and the

# Journal of the History of the Earth and Planetary Sciences

The Journal of the History of the Earth and Planetary Sciences is a multidisciplinary journal that publishes research in the history of geology, geophysics, and planetary sciences.

The Journal is published by the American Society of Planetary Scientists (ASPS) and the American Society of Geologists (ASG).

The Journal is a peer-reviewed journal and is published quarterly.

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*Marion Hotel* buildings, bringing them back to their original red brick exterior with their gray granite quoins and windowsills, would improve the historical look and feel of the block. The addition of awnings over the upper level windows and the removal of non-historic windows followed by the installation of historically correct ones would go far toward recreating the original feel of the building (Fig. 96-97). The *Alpine Glass* structure could benefit from the removal of the 1950s metal façade, restoring its original brick storefront. Many of the weekly motels would require extensive repairs, but repainting to either bring them back to the original colors or to simply add a fresh coat of paint in a bright new color would begin the process of making the blocks more inviting.

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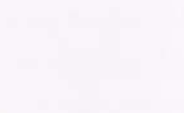






Fig. 96 Facade improvement ideas for *Louis Basque Corner* include the removal of the white paint, bringing back the original brick, the addition of window awnings, promotional signage and landscaping.

by Christy Fockler



Fig. 97 Facade improvement ideas for *Marion Hotel/ Reno Jazz Club* include the addition of window awnings, removal of paint at the storefront level, window replacement and landscaping.

by Christy Fockler



Sketch of a two-story house with a gabled roof and a chimney. The house has a small porch on the left side. A small tree is in the foreground.



Sketch of a two-story house with a gabled roof and a chimney. The house has a small porch on the left side. A small tree is in the foreground.



Property owners along the Fourth Street corridor view rehabilitation of their properties as an individual effort. They view preservation programs as a negative impact to their property due to their perception of a loss of control. The following programs outline non-threatening plans to assist Fourth Street business owners with self directed economic incentive programs that can allow for redevelopment and promotion of the street as directed by the business and property owners associated with the East Fourth Street corridor. By informing property owners about these programs, this negative perception would diminish.

#### **BID (Business Improvement Districts) and Redevelopment Districts**

A successful tool in any redevelopment program is the establishment of a Business Improvement District (BID) and a Redevelopment District. Both programs are similarly designed to establish a source of self-directed funding in order to redevelop an area or neighborhood, as defined by a set of boundaries. The differences lie in how they are established and how the funds are collected and distributed.

Business Improvement Districts or BID's are a type of assessment district in which a grouping of business owners voluntarily agree to contribute a set amount of funding to the BID for the specific use of promoting and improving the business corridor. The BID gives any money collected to the City to hold until the BID is ready to fund a project. The assurance of this type of district is that any monies collected are guaranteed to be used for that specific district for projects such as enhanced security, promotional and marketing materials, the addition of trash cans, lighting, and landscaping, and any

The first section of the report, 'Introduction', sets out the context of the research and the objectives of the study. It also provides a brief overview of the research methodology and the structure of the report. The second section, 'Literature Review', discusses the existing research on the topic and identifies the gaps in the literature. The third section, 'Methodology', describes the research design, the data collection methods, and the data analysis techniques. The fourth section, 'Results', presents the findings of the study. The fifth section, 'Discussion', discusses the implications of the findings and the limitations of the study. The sixth section, 'Conclusion', summarizes the main findings and provides recommendations for future research.

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maintenance such as sidewalk repair or improvements. Business Improvement Districts can help to give a business corridor a sense of identity. The district allows businesses the chance to make a long-term investment in their commercial neighborhood and ultimately their own businesses, which can increase property values, improve sales and jobs, and create a cleaner, safer environment (Osgood, November 21, 1998, Reno Gazette Journal).

The Downtown Denver Partnership, established in 1982 originally to maintain the 16-block pedestrian mall known as the 16<sup>th</sup> Street Mall, is a model example of a Business Improvement District. The partnership was formed to fund clean-up efforts including street and sidewalk sweeping, trash and snow removal, lighting, landscaping and promotional banners along the mall. The BID proved to be tremendously successful, and in 2001 was expanded to include 120 blocks encompassing the Lower Downtown District. The funds collected in the BID provide for additional marketing of the area, such as holiday decorations, winter ice skating rinks, sports venues, and the performing arts centers that surround the mall ([www.downtowndenver.com](http://www.downtowndenver.com)).

The Fourth Street businesses have already shown that they form a united front by banding together in order to block the construction of the homeless shelter and to form the Specific Plan District. Such collaboration could be focused on the formation of a Business Improvement District in order to provide improvements to the entire corridor. The BID could fund similar functions as the Denver model by including sidewalk sweeping and trash removal. The completion of the Downtown Convention Center at East Fourth and Center



streets, just two blocks from the boundary of the SPD, will not only bring added foot traffic to the area, but can be used as a catalyst to promote the Lincoln and Victory Highway themes. Used in conjunction with other programs such as the Heritage Tourism and Main Street Programs, the Fourth Street Business Improvement District could create benefits to the district not only in terms of visual clean up efforts, but also in economic benefits.

Similar to BID's, Redevelopment Districts have a defined boundary formed for the sole purpose of raising funds for the improvement and promotion of the area.

Redevelopment District funding is considered a tax increment assessment. Unlike BID's, Redevelopment Districts are formed by the City Council and Redevelopment Agency. In a Redevelopment District, the property and business owners pay taxes, which in turn create bonds that go towards the redevelopment of that area. Like the Business Improvement Districts, the tax base created within the Redevelopment District goes directly to that district for improvements to that specific area. The Redevelopment Agency controls the funds and disperses them as necessary.

Reno currently has one Redevelopment District, which encompasses the downtown casino core of the city. The boundary extends to Lake Street on the eastern edge. According to the Reno Redevelopment Agency, the prospect of forming a Redevelopment District for the East Fourth Street corridor has been discussed, but not yet implemented. The Redevelopment agency feels that a new district would "provide more financial tools to ensure that this fledgling rebirth continues and expands" (Lyman, 2003,





page 9). The proposed new district would have a thirty year life so that redevelopment could have time to spur progress within the neglected area. Relocation of the existing industrial businesses and clean up of the area would require a longer time span in order to accomplish the Redevelopment Agencies goals.


Many property owners along the Fourth Street corridor feel that the City of Reno has abandoned them. A recurring theme that emerged from the interviews of property and business owners was that they felt ideas and recommendations for revitalization have been suggested by City entities, but have never come to fruition. A combination of a new Redevelopment District and Business Improvement District would allow the Fourth Street corridor to begin the process of self-promotion and allow them to initialize their own efforts toward redevelopment.

Several additional programs exist that can benefit the East Fourth Street corridor. These programs, although beneficial may only apply to a select set of buildings or defined blocks.

### **Historic District Zoning**

Historic Districts consist of a grouping of historically significant structures or properties that as a whole make up and contribute to a local district, defined historically or visually by a specific set of boundaries or theme. In Nevada, the State Historic Preservation Office administers the National Register program. The process of designating a National Register of Historic Places historic district is similar to that of designating an individual building. A nomination form must be completed, which describes the district

\_\_\_\_\_



with regards to its National Register eligibility and lists the properties that are contributing and non-contributing to the district.

Historic districts can be strong preservation and economic tools for a neighborhood or business corridor. Increased property values, commercial revitalization, increased tourism, business development and eligibility for grants and tax credits are some of the benefits of a historic district designation ([www2.cr.nps.gov](http://www2.cr.nps.gov)).

A good example of a highly successful historic district is the Lower Downtown Historic District known as Lo Do in Denver, Colorado. Designated a historic district in 1988, the area was home to vacant warehouses, crumbling masonry structures, and empty office buildings. The vacancy rate of the commercial area was as high as 40%. Property owners initially feared a loss of property rights and lower property values due to the designation of the area as a historic district. A Neighborhood Plan was developed outlining new zoning ordinances, the preservation of historic buildings in the Lower Downtown district, and improvement of transit and pedestrian friendly streets all to create a renewed sense of place in the downtown area ([www.lodo.org/neighborhood](http://www.lodo.org/neighborhood)). Within a few years after designation, the property values doubled and the vacancy rate in Lo Do was less than 10%. The area now has upwards of 90 restaurants, 30 art galleries, sports and concert venues, bookstores, and several new residential properties ranging from high-end lofts to affordable rental apartments ([www.denvergov.org](http://www.denvergov.org)).

A portion of the Fourth Street corridor could be eligible for listing in the National Register as a designated historic district. The half-mile stretch from Lake Street to the



Wells overpass retains many early twentieth century structures associated with the Transcontinental and Nevada-California-Oregon Railroad lines. Structures associated with the early travelers of the Lincoln and Victory Highway also remain as a remnant of the services needed to maintain the automobile.

The greatest obstacle to creating a Fourth Street Historic District is the misconception of property owners regarding any federal involvement resulting from National Register listing. The majority of the property owners interviewed for this project do not want any historic designation, whether individually or in a district. Fear of a loss of control as far as design ideas, types of businesses, and "being handcuffed" were the common responses from property owners.

Listing a property in the National Register program, either as an individual property or a historic district does not bring with it restrictions or requirements for the property owner. Neither the state or federal government places limitations on listed properties. Reno and Nevada recognizes three levels of historic designation: the National Register, a State Register, and a City Register. Like the National Register, the Nevada State Register of Historic Places does not place restrictions on properties. The Reno City Register, administered by the Reno Historical Resources Commission (HRC), has specific requirements with regards to exterior modifications that loosely follow the guidelines outlined in the Secretary of Interior's Standards for the Treatment of Historic Properties ([www2.cr.nps.gov/tps](http://www2.cr.nps.gov/tps)). These standards provide a guideline for local governments and property owners with instruction about what is acceptable or not with

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Twelfthly, the system is not a simple one.

Thirteenthly, the system is not a simple one.

Fourteenthly, the system is not a simple one.

Fifteenthly, the system is not a simple one.

Sixteenthly, the system is not a simple one.

Seventeenthly, the system is not a simple one.

Eighteenthly, the system is not a simple one.

Nineteenthly, the system is not a simple one.

Twentiethly, the system is not a simple one.

Twenty-firstly, the system is not a simple one.



regards to preservation, rehabilitation, or restoration of a building listed on the register.

The objective of the HRC is to "provide mechanisms for identifying and preserving the historic and architectural resources of the City of Reno which represent elements of the city's cultural, social, economic, political, and architectural history" (RMC/18.30.010) ([www.cityofreno.com/government/boards/historical](http://www.cityofreno.com/government/boards/historical))

In order to accomplish this, the HRC provides education about the advantages of historic preservation and guides property owners through the process of designation. The result of listing in the City Register is that a Certificate of Appropriateness is required before substantial exterior modifications are made to a building and before a building permit can be issued. The property owner must meet with the HRC and present the plans for any modifications, additions, or alterations prior to any work. Once the HRC has approved the design and the Certificate of Appropriateness is issued, the property owner may begin construction. The intent of the HRC and the design standards is to guarantee that modifications to historic structures do not alter or damage the defining characteristics that make them significant.

Owners of private properties that are nominated to the National Register have an opportunity to object to the listing in accordance with the National Historic Preservation Act and 36 CFR 60 ([www.cr.nps.gov](http://www.cr.nps.gov)). The objection must be a notarized letter submitted to the State Historic Preservation Officer, and once an owner formally objects, the nomination cannot go forward. If more than 50% of property owners within a proposed historic district object to the listing, the nomination cannot go forward.



In Nevada, at the State and City level, the owner must present a signed and notarized consent form to the State Historic Preservation Office or the HRC prior to the nomination being written and ultimately accepted into the registry. The property owner does have the opportunity to voice any objections or concerns in a written statement prior to their property being nominated. The HRC can then assist the property owner to inform them of the guidelines and benefits of inclusion in the City Register of Historic Places.

A first step in creating a historic district along East Fourth Street is to inform the property owners about the effects of creating a historic district, including the economic benefits such as tax incentives.

#### **Federal Historic Rehabilitation Tax Credit and Incentives (NPS)**

The Federal Rehabilitation Tax Credit program is one of the government's most successful revitalization programs in the country. The program promotes the rehabilitation of historic buildings and sites by "rewarding private investment" to rehabilitate historic structures.

Established under the Tax Reform Act of 1986 (PL 99-514), the incentive program lowers the amount of tax owed on a specific property. Two tiers of incentives are outlined, each with guidelines administered by the federal government, the Internal Revenue Service and the local State Historic Preservation Office. The first is a 20% tax credit for the "certified rehabilitation of certified structures," which are defined as structures that are listed on the National Register of Historic Places. The rehabilitation must be certified by the National Park Service as remaining "consistent with the historic character of the property." Original materials or details on the exterior and interior must remain

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intact for the NPS to certify the rehabilitation project. The 20% tax credit applies to commercial projects and rental properties and is commonly used to rehabilitate structures for low-income housing units. The second credit is a 10% tax incentive used specifically for structures built prior to 1936. The credit applies only to the rehabilitation of non-residential buildings and for non-residential uses.

Several guidelines apply in order to receive the tax incentives. Both programs must follow the Secretary of the Interior's Standards for Rehabilitation and the rehabilitation must be "substantial" and "depreciable," which requires that the cost of the rehabilitation, including construction costs, architectural design and legal fees must surpass \$5000 and the property must be an income producing business. The owner must retain the property for a minimum of five years or repay the credit.

Properties that are not yet listed on the National Register can apply for the Federal Tax Credits with the completion of a Historic Preservation Certification Application, which allows the rehabilitation project to progress while the nomination for National Register designation is researched and reviewed ([www2.cr.nps.gov](http://www2.cr.nps.gov)).

Currently only one property along East Fourth Street is eligible for the Federal Historic Rehabilitation Tax Credit program: the Nevada-California-Oregon Railroad Depot, which is listed on the National Register of Historic Places. Three other properties, the Reno Brewery Bottling Plant, Alpine Glass and Flanigan's Warehouse have significant historic value and fabric remaining to be listed and could be eligible if the property owners agreed to have the listing. Flanigan's Warehouse is already being used as a successful



business, but the Bottling Plant and Alpine Glass properties are currently vacant. The tax credits could be used to rehabilitate the structures into viable commercial business properties such as restaurants, nightclubs, or retail business.

### **Low Income Housing Incentives**

Downtown and commercial corridors are constantly in need of affordable and low income housing alternatives. Reno is no exception. In spite of the number of people who work in tourist-oriented jobs in the downtown area, the casino core and the Fourth Street corridor currently offer little in suitable affordable housing except for the existing weekly motel rentals. The following recommendations seek to provide financial programs for the addition of low income housing to communities.

### **CDBG – Community Development Block Grants and Home Funds**

Community Development Block Grant program (CDBG) and the Home Funds Program are administered by the Housing and Urban Development office, or HUD, to assist local governments with the completion of low and moderate income housing and to eliminate slum and blighted areas of a city (McBee, 1992, page 59). CDBG funds can be used for a variety of projects such as providing loans to a developer for the new construction or rehabilitation of structures for low income housing. Funds can also be used for streetscape improvements, such as additional lighting to make the street safer (McBee, 1992, page 59). Several CDBG grants have been applied to the Fourth Street corridor. Although small in scale, the grants did allow for lighting to be installed on several blocks of the street.





Home Funds are given to local governments by HUD to administer as needed. Local agencies use the funds for development loans, grants, new construction projects, acquisition of structures, and the rehabilitation of those structures to construct low income and affordable housing. In Reno, Home Funds are administered by the WCHC (Washoe County Home Consortium), which is made up of the combined municipalities of Reno, Sparks, and Washoe County, and funding is split between the three communities. A requirement of the program is that the consortium match a portion of their funds received from HUD with private or non-federal funds. The matching amount is 25 cents for every dollar that is received; in-kind contributions such as donated labor and materials can be counted toward the total. In Reno, projects that receive Home Funds are exempt from property tax ([www.cityofreno.com/comdev](http://www.cityofreno.com/comdev)).

One such redevelopment project along East Fourth Street greatly benefited from the allocation of Home Funds. In May of 2002, the Reno City Council approved a plan by the Fourth Street Developers, a corporation, to construct three buildings consisting of multi-use office and retail, with affordable apartment housing at the rear of the property. The project was proposed for a vacant lumber mill across the street from the Reno Bottling Plant at East Fourth and Morrill Streets (Voyles, May 20, 2002, Reno Gazette Journal). In an interview with the developer, it was revealed that the project costs were partially funded by the Washoe County Home Consortium via Home Funds. The project, completed in the fall of 2002, has 15,475 square feet of office and retail space fronting Fourth Street. Fifty rental apartments are located behind the office structure and are



offered at below  
market rent (Fig.  
98) (Roccapiore,  
October 18, 2002,  
Reno Gazette

Journal). Since its  
completion, the



Fig. 98 The Plaza at Fourth Street. New construction incorporation affordable rental housing, office and retail space. Photo by Christy Fockler July 2003

complex, known as "The Plaza at 4<sup>th</sup> Street," has been very successful. According to the developer, the apartments were completely rented within a month of opening. The second floor office space is currently completely rented, although it took several months to fill it to capacity. The biggest obstacle is the renting of retail space on the first level. The developer cites the lack of parking availability along the street, which businesses view as a problem when trying to attract customers. Currently, a bicycle shop, and a non-profit organization are the only tenants on the first floor. A deli and coffee house and a tattoo parlor are scheduled to open by the end of February 2004.

#### **National Park Service - Lincoln Highway Special Resource Study**

In December of 2000, Congress passed a bill allowing the National Park Service to compile a study of the Lincoln Highway routes across the United States. In the summer of 2002, three graduate students drove the highway from New York City to San Francisco to research the highway and evaluate any remaining resources. Their results were published the following spring along with five options for the interpretation and



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276. Declaration of interest

preservation of the highway and its associated resources. Public meetings were held in select cities, including Reno, in which the five alternatives were presented and the public was allowed to comment.

Resources along the highway were evaluated on four criteria:

1. National significance
2. Suitability
3. Feasibility
4. Management alternatives

Resources along the route were evaluated for their significance to the highway on the basis of National Historic Landmark criteria, which requires that the resource contributes to the progress and development of the nation, not just a local community. The suitability of structures was also evaluated on their individual contribution in relation to similar resources already included within the NPS system. In addition, the resources were looked at for their feasibility for inclusion in the NPS system as a historic resource. Several issues were considered by the team, including threats to the resource, preservation goals, and costs associated with the purchase of the structure. Finally, goals for preservation and alternatives concerning how to manage and interpret the resources were outlined ([www.nps.gov](http://www.nps.gov)).

The Resource Study assembled five alternatives for the Lincoln Highway Resource Study.

- **Alternative 1: National Lincoln Highway Program:** This program includes all significant Lincoln Highway resources. Non-profit organizations in each community along the route would work with the National Park Service, the state Department of Transportation, the State Historic Preservation Office, or Certified Local Government to organize and implement the program. The NPS

the following information about the company's financial performance and its ability to meet its obligations.

# Financial Performance

The following table shows the company's financial performance for the year ended 31/12/2020.

Item	2020	2019
Revenue	1,200,000	1,100,000
Cost of Sales	(600,000)	(550,000)
Gross Profit	600,000	550,000
Operating Expenses	(300,000)	(280,000)
Operating Profit	300,000	270,000

The company's revenue increased by 9.1% in 2020 compared to 2019, primarily due to an increase in sales volume. The cost of sales also increased, but at a slower rate than revenue, resulting in a higher gross profit margin. Operating expenses remained relatively stable, leading to an increase in operating profit of 11.1%.

The company's financial performance was strong throughout the year, with no significant changes in its ability to meet its obligations. The company's assets and liabilities remained stable, and its equity position improved due to the increase in operating profit.

# Conclusion

The company's financial performance was strong in 2020, with revenue and operating profit both increasing. The company's ability to meet its obligations remained stable, and its equity position improved. The company's financial performance was a result of its strong management and efficient operations.



would use a national signage system to promote the route across the United States. A matching grant program would be implemented to fund the efforts of the program.

- **Alternative 2:** Highway Touring and Discovery: This alternative relies on state and local efforts. Each state would establish one hub along the route to provide tourists with interpretative sites and information. Tourists visiting each hub would have access to a computer terminal where they could download maps and self-guided itineraries about local attractions along the Lincoln Highway. As in Alternative 1, a matching fund would be established for the building of the hubs and interpretation materials.
- **Alternative 3:** Lincoln Highway National Heritage Area: Alternative 3 identifies only specific segments of the Lincoln Highway. Similar to a Heritage Tourism idea, the highway would be grouped into "geographically-defined segments" in which local organizations help to preserve and promote their specific segment.
- **Alternative 4:** Lincoln Highway National Historic Highway: This alternative would designate the Lincoln Highway a National Historic Highway, administered by the US Department of Transportation. USDOT, working with the states governmental agencies, would implement and manage any preservation, and interpretation of the resources to set the guidelines for the program.
- **Alternative 5:** No New Federal Action: With this alternative, any programs that exist in local communities would remain in place, but no action would be taken by the NPS for the preservation of the highway as a whole. Certain segments could be designated as the Scenic Byways program.

The National Park Service is set to release their recommendations by spring of 2004 after reviewing the public comments and suggestions ([www.nps.gov](http://www.nps.gov)).



Regrettably, the National Park Service only recognized six structures in Reno that they considered as contributing to the Lincoln Highway: Louis' Basque Corner, the Sutro Motel, the Farris Motel, the Everybody's Inn Motel, the Hi-Way 40, and the Sandman Motels. Several motels and associated structures that are significant resources of the highway were left out of the resource study. During the public review process it was revealed that grants and funding for preservation of the associated resources would only be available for structures that were identified by the Resource Study as contributing and that those not identified would not be eligible for aid.

### **Recommendations**

Historic structures are valuable reminders of our past and heritage. They are a tangible reminder of a distant time that helped shape and create our nation and community as we know it today. Historic corridors and buildings can be important economic assets and cannot be replaced. They provide a community with a center for commerce, government, culture, and entertainment, and they should remain intact. Fourth Street has undergone many changes since its beginning as a dirt road with only a few homes and businesses lining it. It has seen success, downfall, and is on the verge of revitalization with the potential to once again become a thriving area of Reno.

Visually, Fourth Street is vacant and rundown, devoid of pedestrian interaction or a sense of where it belongs within the city of Reno. In 1996, the City of Reno Community Development Office sponsored the City of Reno Visual Preference Survey in which citizens were asked to visually evaluate the local character and to identify the public's



"perception of the physical appearance of the city" for use in future planning (Community Development; 1996, page 2). *The Vision Plan* revealed that residents of Reno view the natural resources of the Truckee Meadows and Lake Tahoe as an extremely important asset. Building upon that, residents also noted that they want more developments of mixed use neighborhoods and commercial areas, integrated with open space, and connected via bicycle paths and pedestrian walkways that link to the Truckee River area. Eighty-one percent of the citizens polled revealed that the Reno area needed two things: commercial areas with ground floor retail and housing or offices above, and service oriented stores (grocery stores) within close proximity of surrounding neighborhood areas (Community Development; 1996, page 4).

Knowing that the community of Reno wants redevelopment, the Fourth Street area is a prime candidate. Simple improvements could set an example for the entire corridor. In order to transform the image of a rundown, derelict area, the following recommendations should be implemented to encourage redevelopment along East Fourth Street.

The process of renovation should begin with a detailed plan by the business owners along East Fourth Street and the City of Reno that outlines a viable approach for heritage tourism. Initial improvements such as facade and cosmetic modifications performed under programs such as the Storefront Improvement Program will initiate redevelopment at a grassroots level. The removal of paint from masonry buildings and the addition of paint on the motel structures will provide an immediate impact to the visual aspects of the streetscape. The TEA-21 program can be used to add period style lighting



along the sidewalks, signage promoting the historic heritage of the Victory and Lincoln Highways, and landscaping, including trees, shrubbery or planters in front of buildings that will add to the feeling of an urban

neighborhood, thus inviting local residents and tourists to the corridor. Vacant lots might

become grassy areas with benches and trees

or might be transformed into outdoor seating for neighboring restaurants (Fig. 99). By utilizing these programs that support and build upon the heritage tourism theme the East Fourth Street corridor could begin the process of redevelopment and highlight their transportation history.



Fig. 99 Outdoor seating example. Photo by Christy Fockler July 2003

The Nevada-California-Oregon train depot is the remaining signature building on East Fourth Street. The building is listed in the National Register of Historic Places, and although it currently sits vacant, the building remains virtually unaltered. The interior spaces, especially on the first floor have been subdivided into small office spaces, but the changes are easily reversible. Because the NCO Depot is listed in the National Register, the Federal Rehabilitation Tax Credits could be employed to encourage restoration and find a potential adaptive reuse business for the space. Several businesses ideas have been proposed for the site, including a restaurant, museum, or a multi-use facility with lofts above ground floor retail. A museum, especially with a transportation theme would





Figure 1. A person sitting at a desk, possibly writing or reading.

The first part of the paper is a review of the literature on the topic. This is followed by a description of the methodology used in the study. The results of the study are then presented, followed by a discussion of the implications of the findings. The paper concludes with a summary of the main points.

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Fig. 100 Schematic design of East Fourth Street showing 30 degree angled parking. Drawing not to scale. by Christy Fockler



Fig. 101 Postcard of North Virginia Street showing angled parking and decorative awnings on the buildings. [www.renocasinos.com](http://www.renocasinos.com)



Photograph of a small, light-colored, irregularly shaped object, possibly a piece of wood or a small animal, resting on a dark surface.



Photograph of a small, light-colored, irregularly shaped object, possibly a piece of wood or a small animal, resting on a dark surface.



highlight not only the railroad, but transportation in general in the Reno region. The overwhelming problem for any proposed business is the lack of parking that is available surrounding the building.

Reconstruction of the street and sidewalk surface is essential. Interviews with property owners along Fourth Street revealed the lack of convenient parking available for storefront businesses is a primary concern. In order to create a more pedestrian friendly street, the highway could be condensed to two lanes with the addition of 30 degree angled parking on both sides (Fig. 100-101) This will not only create a buffer for pedestrians from automobile traffic, but will provide much needed parking for businesses and will also slow traffic to make the street more pedestrian friendly. As an alternative transit proposal, the reintroduction of the trolley car that historically ran on Fourth Street could be utilized to provide transportation to the downtown casino core, to the south and the bordering University neighborhood, five blocks to the north. In addition, the sidewalks must be repaired, and crosswalks and curb ramps need to be painted. Now that the city owns and maintains the street, it is be possible to identify the most damaged areas of sidewalk and begin to repair them. The busiest intersections can also be designated with pedestrian crosswalks. The completion of the Downtown Reno Events Center, providing an anchor at the western edge of East Fourth Street, will give the city and businesses an incentive to begin the process of redevelopment. Programs such as TEA-21, the formation of a Business Improvement District and ultimately, the decision by the city to designate Fourth



Street as a Redevelopment District will provide some economic tools to accomplish these goals.

The rehabilitation of the motels is the perhaps the most urgent issue facing the city in terms of Fourth Street redevelopment. The motels included in this study are the Everybody's Inn, the Farris, the Hi Ho Motor Lodge, the Sutro Motel, the HiWay 40 and the Sandman Motel. These are clustered in a five block area where redevelopment must happen in order to change the image of Fourth Street from negative to positive. The first step in redeveloping these hotels is simply cleaning up the property including the removal of trash and abandoned cars. Some of the units have small kitchenettes, but modernization of the units with new plumbing and bathroom fixtures, fresh paint and carpeting, and new appliances in the kitchenettes will provide a cleaner and more inviting environment for tenants. Redevelopment of the weekly and monthly motels will positively affect not only the visual aspect of Fourth Street, but will also aid in the reduction of crimes such as prostitution and drug sales.

Redevelopment concepts for the motel units have ranged from specialty boutiques to themed motels marketing popular themes such as the Jazz Era or Reno's nightclub and lounge genre that made the city famous in the 1930s and 1940s. Showcasing Reno's



Fig. 102 Neon sign of the Sandman Motel. Photo by Christy Fockler, March 2003





historic neon motel signs that line almost every downtown street should be a highlight of the Fourth Street region.

Neon signs such as the one located at the Sandman Motel have become icons

to Nevada's cultural identity (Fig. 102).

Recreating western themes such as the popular television show *Bonanza*, filmed at North Shore in Lake Tahoe, would showcase the area's early past and tie in with a heritage tourism theme.

Motel themes could also play upon the

area's outdoor recreational image with themes of skiing, biking, or extreme sports.

A completely different type of usage proposal involves utilizing the motels at the eastern edge of Fourth Street as overflow for the proposed homeless shelter if it is built at the Sage Street location. Refurbished and repaired, some of the motels could be converted into small apartments or low income housing units, utilizing loans from HUD and incentive programs such as the Home Funds programs to rehabilitate the buildings.

A successful model for motel redevelopment exists in a grouping of motels at the western end of Fourth Street called *Wildflower Village*. Four motels have been converted into apartments, an art gallery with units available for artist's studios, a drive-up coffee



Fig. 103-104 The drive-thru coffee shop and one of the motel units at *The Wildflower Village*. Photo by Christy Fockler July 2003





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shop, and a small boutique that sells unique clothing and jewelry (Fig. 103-104). One unit even has a wedding chapel and a room reserved as a honeymoon suite. Some of the units are reserved for weekly rentals, but the owner indicates that the majority of her tenants are artists who showcase their work in gallery, which is the converted hotel lobby. The property and rooms are beautifully restored, some with small kitchens, others with gas fireplaces (Fig. 105-106).

Unfortunately, the redevelopment of the hotels along East Fourth Street, whether as a supplement to the homeless shelter, as themed motels, or as boutiques will ultimately force existing tenants to be displaced from their current residences. Developers and city agencies can use the Uniform Relocation Assistance and Property Acquisition Act to assist in the relocation of the dislocated people. The law requires that as a result of demolition or rehabilitation by a developer who receives federal funds in order to complete a new housing project, the developer must find a replacement dwelling that is comparable in size, cost and conditions to the original home. The developer must pay for any moving costs and can be required to pay the rent for the displaced individuals for a maximum of forty-



Fig. 105-106 Remodeled interior kitchen and guest room at *The Wildflower Village*. Photo by Christy Fockler July 2003





two months

([www.fhwa.dot.gov](http://www.fhwa.dot.gov)). This program can add considerable cost to any redevelopment project, possibly making it impractical to complete.



Fig. 107 The new kayak course on the Truckee River and the Riverwalk downtown. Photo by Christy Fockler October 2003

The redevelopment of the weekly motels is the most difficult and most expensive part of this project. The resistance of property owners and the cost of renovation or revitalization to the city and the developer could hinder the process of reconstruction of the entire area.

In the downtown core of Reno, several projects have been completed that can be a valuable influence on Fourth Street. The completion of the Reno Kayak course on the nearby Truckee River (Fig. 107), the Riverwalk pedestrian walkway (Fig. 108), the new Nevada Museum of Art, and the rehabilitation of the Riverside Hotel into artists' lofts have not only cleaned up once vacant and blighted areas of downtown, but have brought about successful projects that can be used as models for revitalization.



Fig. 108 The Riverwalk in downtown Reno. Photo by Christy Fockler March 2003



Figure 1. A close-up photograph of the dark, irregular shape on the book cover.

### Discussion

The results of this study suggest that the dark, irregular shape on the book cover is a result of the book's age and the way it was stored.

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Figure 2. A close-up photograph of the dark, irregular shape on the book cover.

As an attempt to revitalize the downtown river corridor of Reno, the Reno Arts Commission brought together a small group of businesses and artists in 1996 in order to entice locals to the downtown and revive the area. The idea was to highlight local artists, and the community's culture and history in order to bring in funds that would help to renew the river area. Over a period of time the event raised over \$15 million dollars for cultural facilities in the area. Subsequently, the Riverside Hotel was adaptively remodeled to construct thirty-six lofts for the specific use by artists. The Lear Theater, located just blocks from downtown, is being renovated, as well as several other projects promoting cultural activities for the local community (Reno Redevelopment Agency, June 2003).

The Artown project has grown considerably since 1996. Every summer, the City of Reno sponsors the month long celebration to promote local artists and art from the region. July of 2003 marked the eighth year of Artown. The popular themed event is regarded as one of the highlights of the community. The month showcased over two hundred events in fifty locations throughout the city, including music concerts, Pops on the River, theater productions, Movies under the Stars and Broadway at Bartley Ranch (a restored replica of a western Nevada ranch). Additional events include historic walking tours, artist showings at local galleries, kids'



Fig. 109 Historic buildings now used as popular music venues in Austin, Texas. Photo by Christy Fockler September 2003



The first of these is the fact that the system is not a simple one. It is a complex system, and the complexity is not only in the number of components, but also in the way they are connected. The second is the fact that the system is not a static one. It is a dynamic system, and the dynamics are not only in the way the components change, but also in the way they interact with each other. The third is the fact that the system is not a linear one. It is a non-linear system, and the non-linearity is not only in the way the components change, but also in the way they interact with each other. The fourth is the fact that the system is not a deterministic one. It is a stochastic system, and the stochasticity is not only in the way the components change, but also in the way they interact with each other. The fifth is the fact that the system is not a simple one. It is a complex system, and the complexity is not only in the number of components, but also in the way they are connected. The sixth is the fact that the system is not a static one. It is a dynamic system, and the dynamics are not only in the way the components change, but also in the way they interact with each other. The seventh is the fact that the system is not a linear one. It is a non-linear system, and the non-linearity is not only in the way the components change, but also in the way they interact with each other. The eighth is the fact that the system is not a deterministic one. It is a stochastic system, and the stochasticity is not only in the way the components change, but also in the way they interact with each other.



Figure 1. A grayscale photograph of a landscape, possibly a field or a forest, with a dark, silhouetted foreground and a lighter, textured background.

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programs and free concerts in Wingfield Park, which is located downtown on the Truckee River. Fourth Street could promote a similar type of thematic event, perhaps as a music festival, or it might become a significant part of the Artown celebration by building on and updating existing businesses. Many music venues that currently line the street, including the *Reno Jazz Club*, *Abby's Highway 40*, and the *Alturus Bar*, all housed in historic structures, already showcase local and regional artists. Large warehouse spaces such as the *Reno Bottling Plant* and the *Alpine Glass* showroom could be redeveloped into large music venues, complete with indoor and outdoor amphitheaters. Similar to Austin, Texas' famed Sixth Street, where the street is lined with historic structures that promote national and local musicians year round, Fourth Street could follow a like pattern and become a musically themed attraction for locals and tourists (Fig. 109).

The University of Nevada-Reno can also play a role in the redevelopment of East Fourth Street. All communities struggle with the issue of affordable housing not only for low-income families, but also for students. With the University neighborhood just five blocks away, there are several opportunities for the city and the university to construct residences for students. Vacant lots and industrial areas that currently exist along Fourth Street could be prime locations for the construction of student housing. Design guidelines set by the Specific Plan District for new construction projects will tie the new projects together with the existing historical feel of the street. Programs such as Home Funds or CDBG grants could spur new development for student housing.



Additional events favored by locals such as the *Reno Film Festival* draw people from all over the Truckee Meadows. Building on the region's outdoor recreation, the *ESPN Great Outdoor Games* brought more than 100 participants and 60,000 attendees to the area in the summer of 2003 (Damon, July 14, 2003, *Reno Gazette Journal*). Drawing from the large crowds that come to the area for events other than gambling, the Fourth Street business corridor could play a part with the addition of music venues, restaurants, and historical themes based on the transcontinental highways and rail travel. Not only do tourists need diversity when they visit Reno, but local residents also would like to experience the different events and options that could be provided.

#### Conclusion

*"On that rough day I was proud of Nevada—proud to be a child of the gambling state...In Nevada you can dress like Elvis and sing like Tom Jones. In Nevada, rhinestones are more precious than moonstones. And like a hobo freight, Nevada highballs at night, sets no schedules, and checks no weight. That state is home. The coin goes in but it doesn't always come back out again. Eddy Joe Cotton, Hobo, (page.201)*

Fourth Street was born out of the pioneering spirit that brought ranchers, miners, business men, and gamblers to the undeveloped high-desert of the Truckee Meadows. But it was the completion of the transcontinental highway system that changed Fourth Street from a sparsely populated dirt road to a major highway. The street is significant because it captures the essence of history of the corridor and the surrounding neighborhoods. Once the central east-west artery through the city, Fourth Street has fallen to hard times. The completion of Interstate 80 sealed the fate of Fourth Street to become a second-rate corridor.



Projects to redevelop and restore Fourth Street have been discussed for over a decade, but have ever become a reality. Business owners need to spur redevelopment by voluntarily creating a Business Improvement District and urging the City of Reno to establish a Redevelopment District in order to facilitate the needed funds to begin the redevelopment process. Programs such as the Storefront Improvement Program, TEA-21 and the Heritage Tourism Program will begin to allow property owners to make small, but important changes to their properties that will create momentum for future redevelopment of blocks along the corridor. Redevelopment ideas for the Fourth Street corridor should include converting the motels for projects such as housing, themed motels, and music venues. The close proximity to the University of Nevada-Reno and the surrounding neighborhoods that house students provides a solid base for the redevelopment of this area into a music setting that can be incorporated into the city's already established Artown program. Installing street lighting, creating pedestrian friendly sidewalks, storefronts and blocks that are close to transit centers, shopping and housing, will allow residents of Reno and tourists to enjoy Fourth Street in a safe and friendly environment. Tying the street to the Truckee River and the downtown casino core, either via bicycle paths or modes of transportation such as the trolley car will promote tourism and will bring the residents of Reno to the area.



Fig. 110 U.S. Highway Sign





The promotion of the transcontinental highways as a historic theme would preserve the theme of the old highway and give Fourth Street a sense of place, emphasizing the heritage of Fourth Street (Fig. 110).

Property owners know what they have in terms of historical value and know the history of old Highway 40 (Fig. 111). The transition

from a run-down business corridor to a revitalized one will not be easy. It will require partnerships, commitment, and financial backing in order to spur preservation and new development along the corridor. Nevertheless, there is hope for Fourth Street.

The City of Reno, in partnership with business and property owners along East Fourth Street, needs to establish a framework for businesses to build upon the history of Fourth Street, creating a vision for heritage tourism as a means to re-energize the area. Building on the historic transportation theme of the street, business owners can be empowered to take action as a group or as individuals to spur redevelopment and gain momentum for the entire corridor. By incorporating heritage tourism as a principal vision for the corridor, recommendations previously outlined are intended to stimulate revitalization such that development will continue over the next decade. In years to come, redevelopment of the East Fourth Street corridor can continue based on the established framework of history and heritage tourism.



Fig. 111 Old Highway 40 looking west  
Photo by Christy Fockler July 2003



## VI. Appendix

### Appendix

*"Reno: Where rail, water, air and highway meet."*

1927 Polk's Reno City Directory

Appendix A 1918 Sanborn Insurance Maps

Appendix B 1947 Sanborn Insurance Maps

Appendix C 1955 Sanborn Insurance Maps

Appendix D Reference Maps and Materials

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Sanborn  
Map Co.  
New York




Legend	
1918	
1947	
1955	

Fig. A-1 Sanborn Insurance Map 1918. Courtesy of the Nevada Historical Society



Map of Africa showing the Atlantic Ocean, Land, and Water.



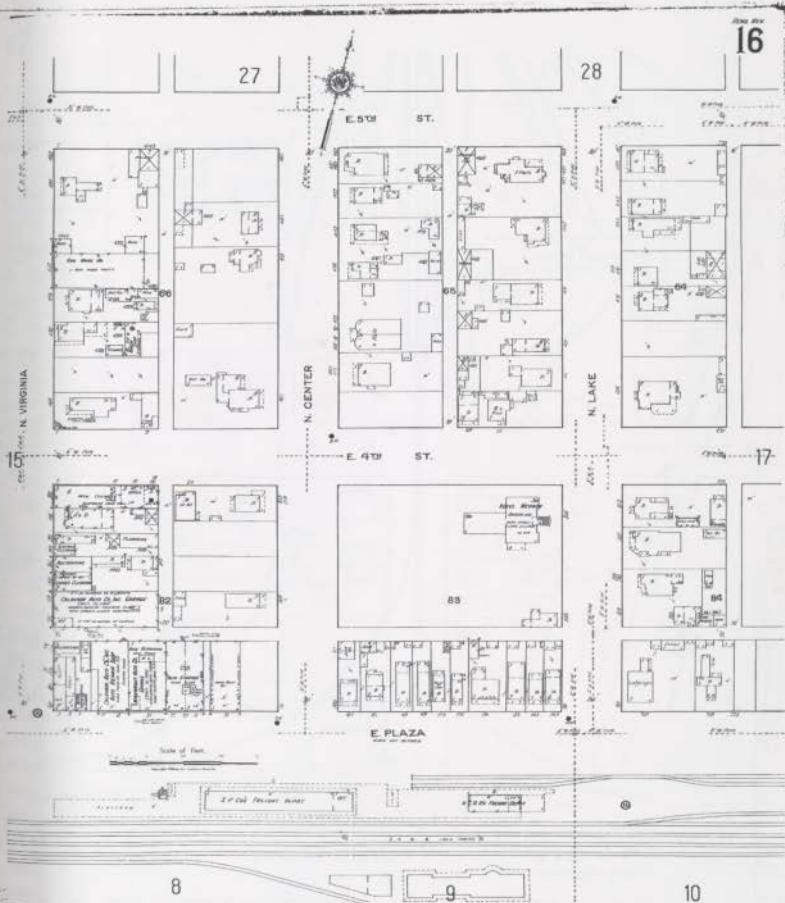


Fig. A-2 Sanborn Map 1918 Sheet 16. Courtesy of the Nevada Historical Society





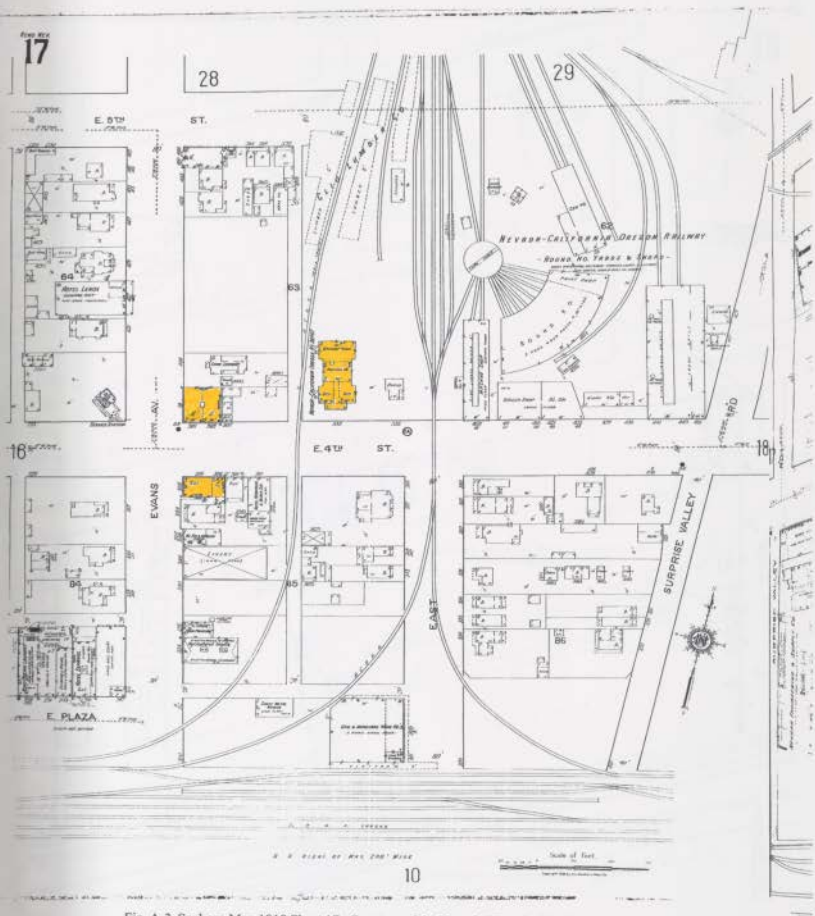


Fig. A-3 Sanborn Map 1918 Sheet 17. Courtesy of the Nevada Historical Society



18

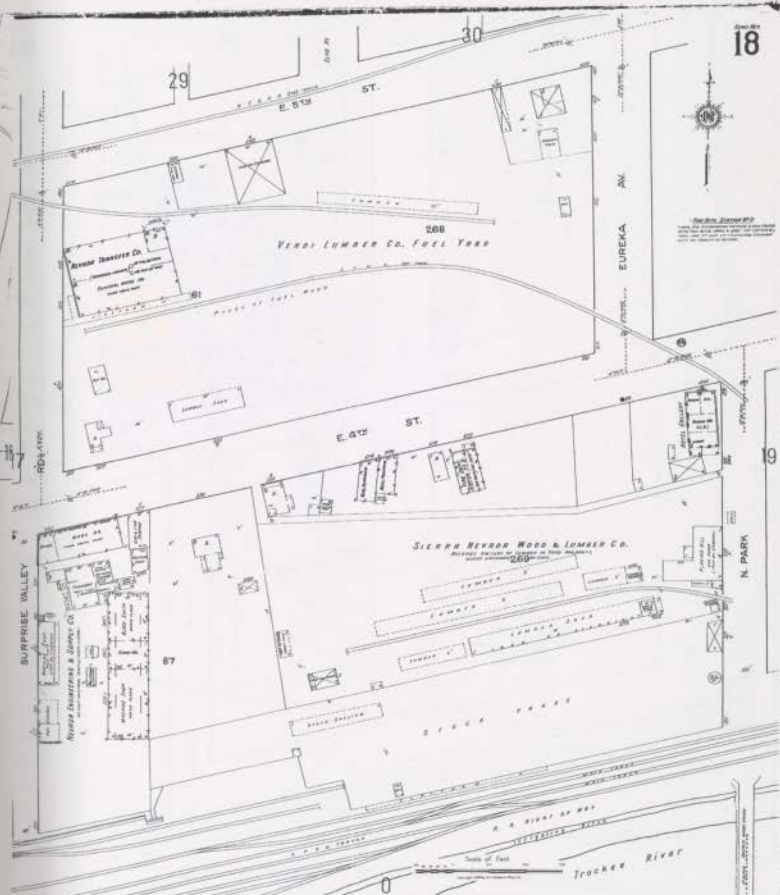
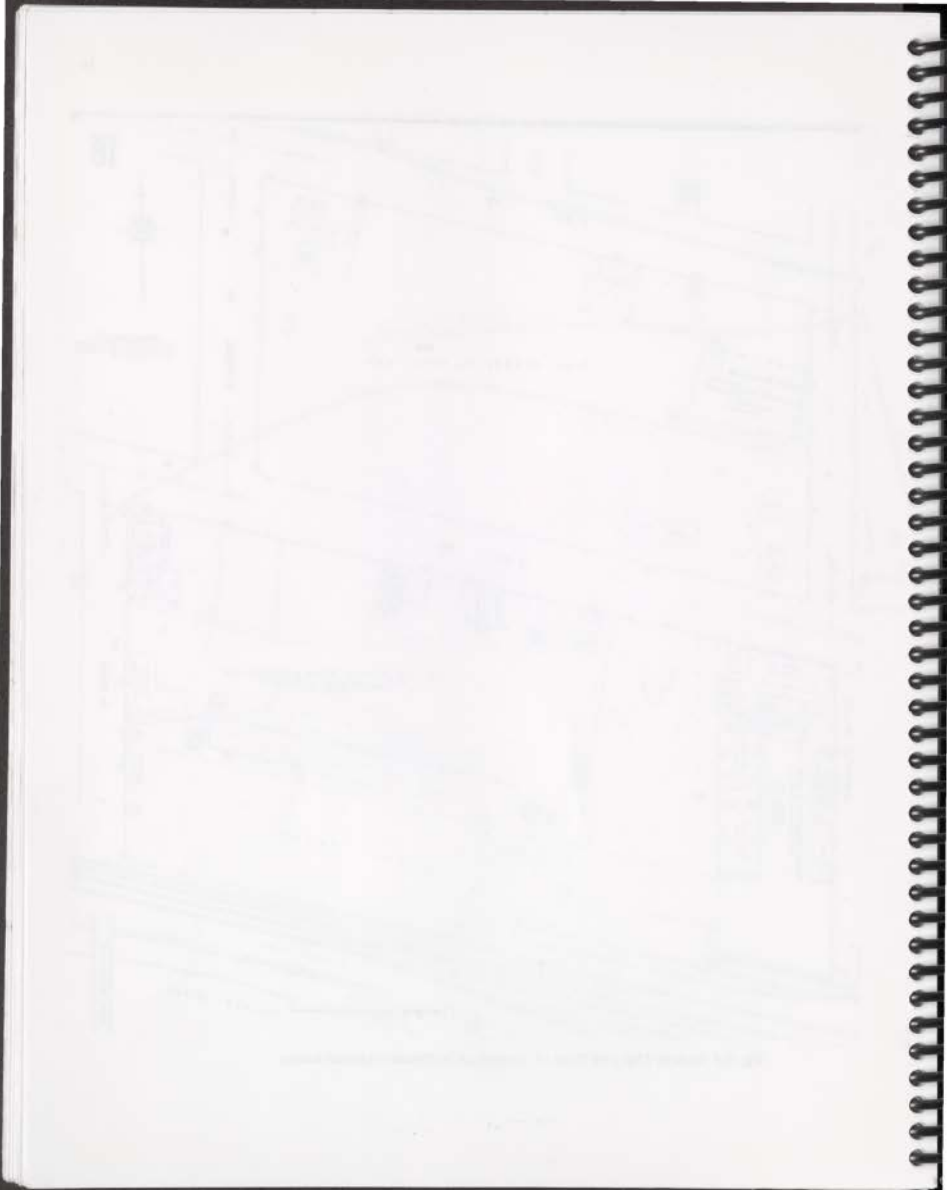


Fig. A-4 Sanborn Map 1918 Sheet 18. Courtesy of the Nevada Historical Society



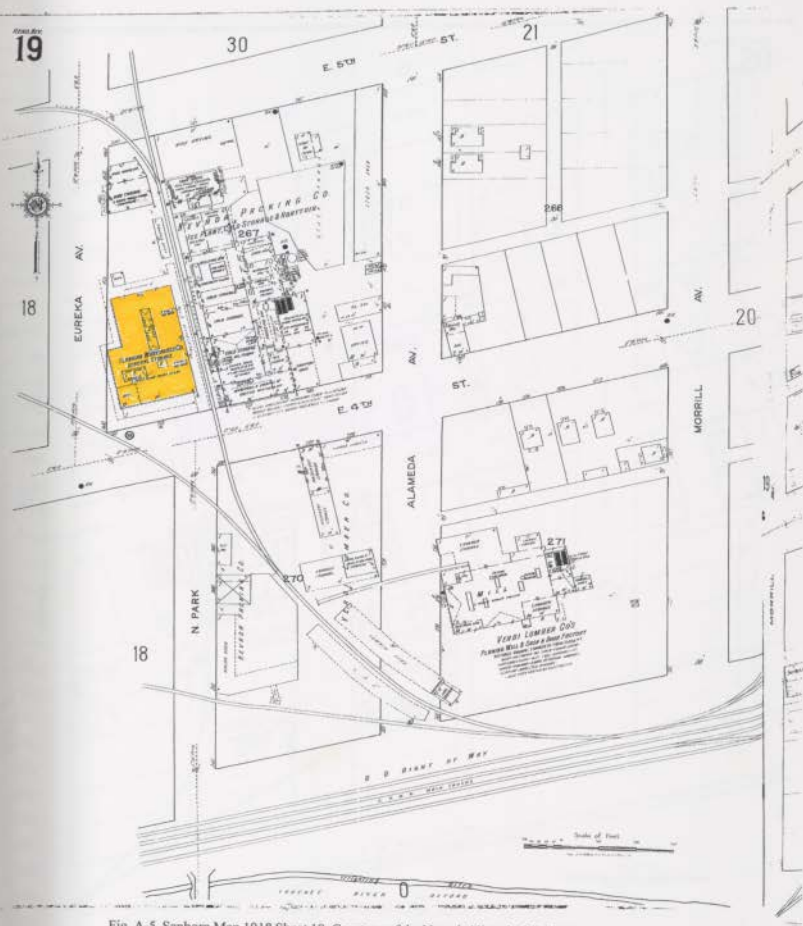


Fig. A-5 Sanborn Map 1918 Sheet 19. Courtesy of the Nevada Historical Society





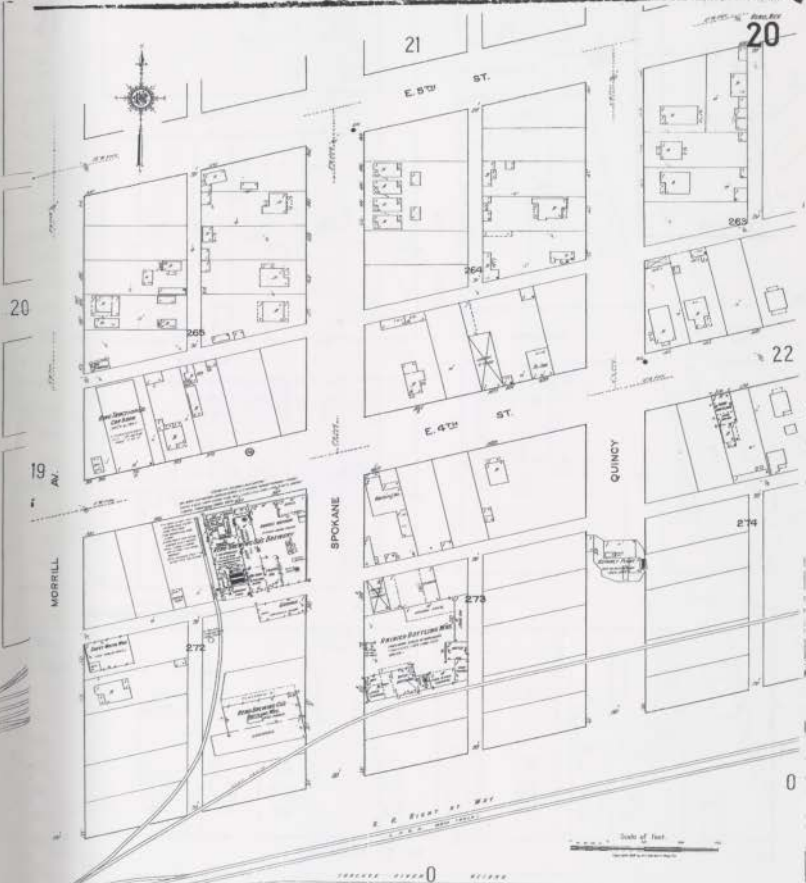


Fig. A-6 Sanborn Map 1918 Sheet 20. Courtesy of the Nevada Historical Society



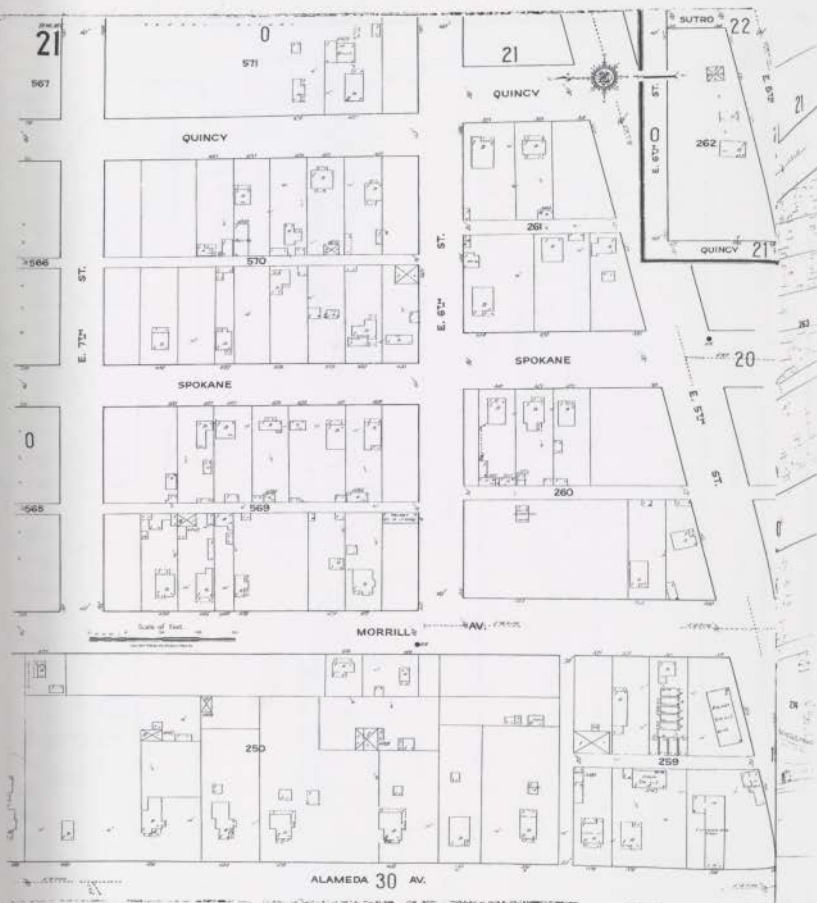


Fig. A-7 Sanborn Map 1918 Sheet 21. Courtesy of the Nevada Historical Society

100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200

100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200



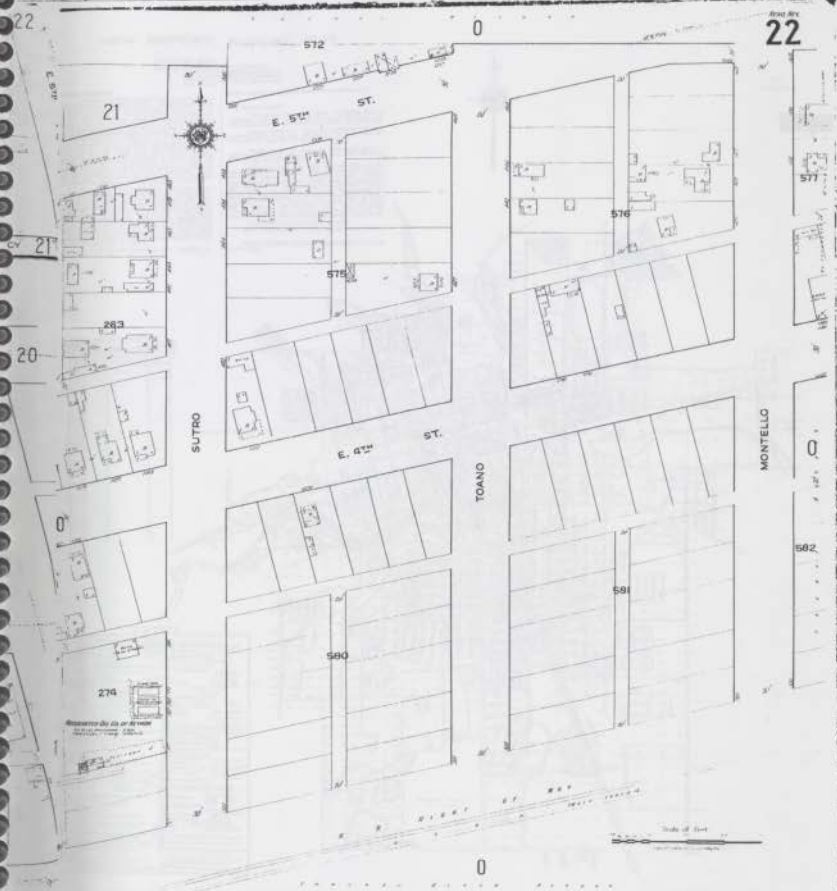


Fig. A-8 Sanborn Map 1918 Sheet 22. Courtesy of the Nevada Historical Society



Hand-drawn architectural floor plan of a building, oriented vertically on the page. The plan shows a central corridor running vertically, flanked by several rooms. On the left side, there are two large rectangular rooms, each divided into smaller sections by diagonal lines. On the right side, there are more rooms, some of which are also divided into smaller sections. The drawing is done in light pencil or ink on a white background. The overall layout suggests a multi-story building or a complex of interconnected spaces.

NEW, NEW  
STYLED

[illegible]

**STATE GOVERNMENT**

**Two gliding systems:** 1 step, 1 available 1980, 1  
available 1981, 20 available and 10 more will be sent. In  
the first two years, 10 were captured. The next two

[illegible]

**FREE LIMITS** on claims on Key Map by money and time.

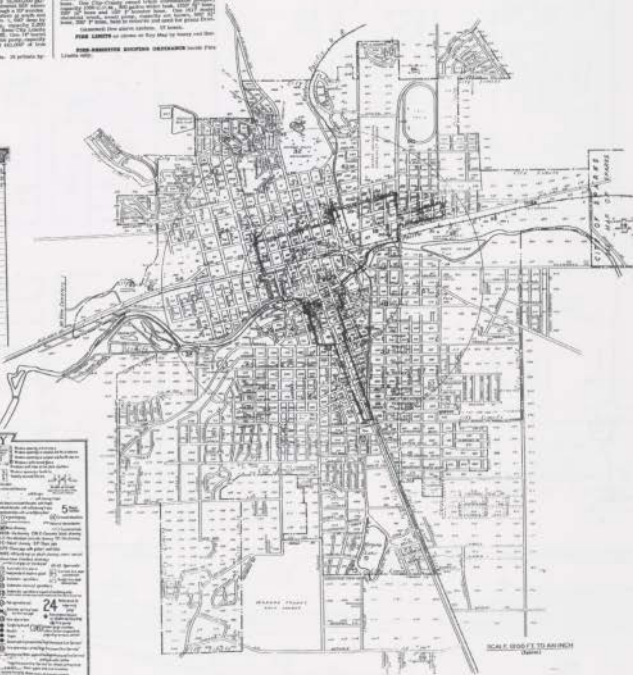


Fig. B-1 Sanborn Insurance Map 1947. Courtesy of the Nevada Historical Society





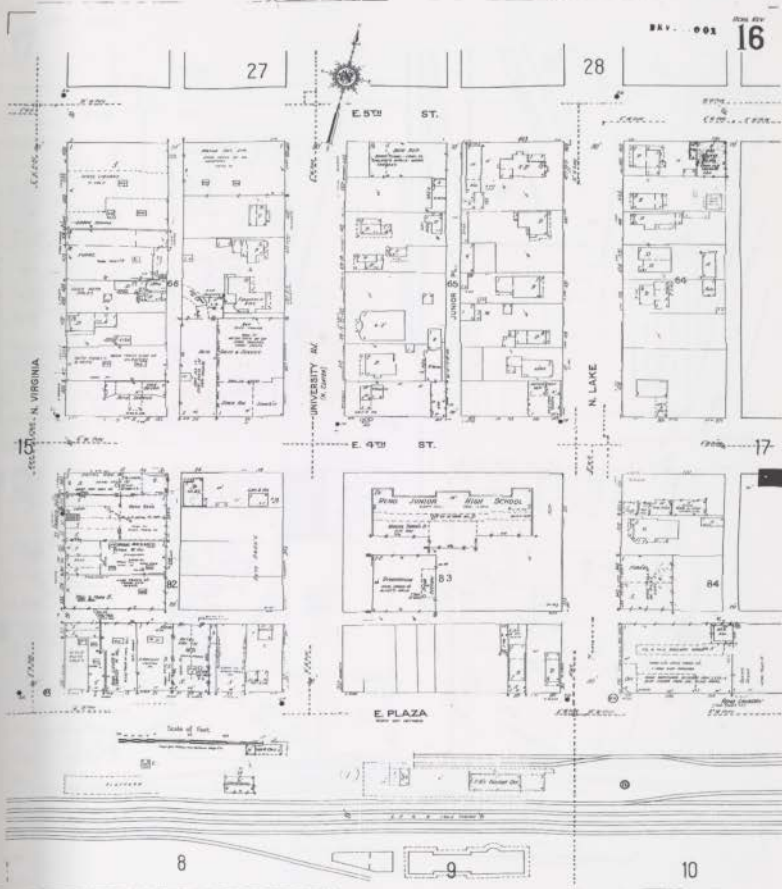
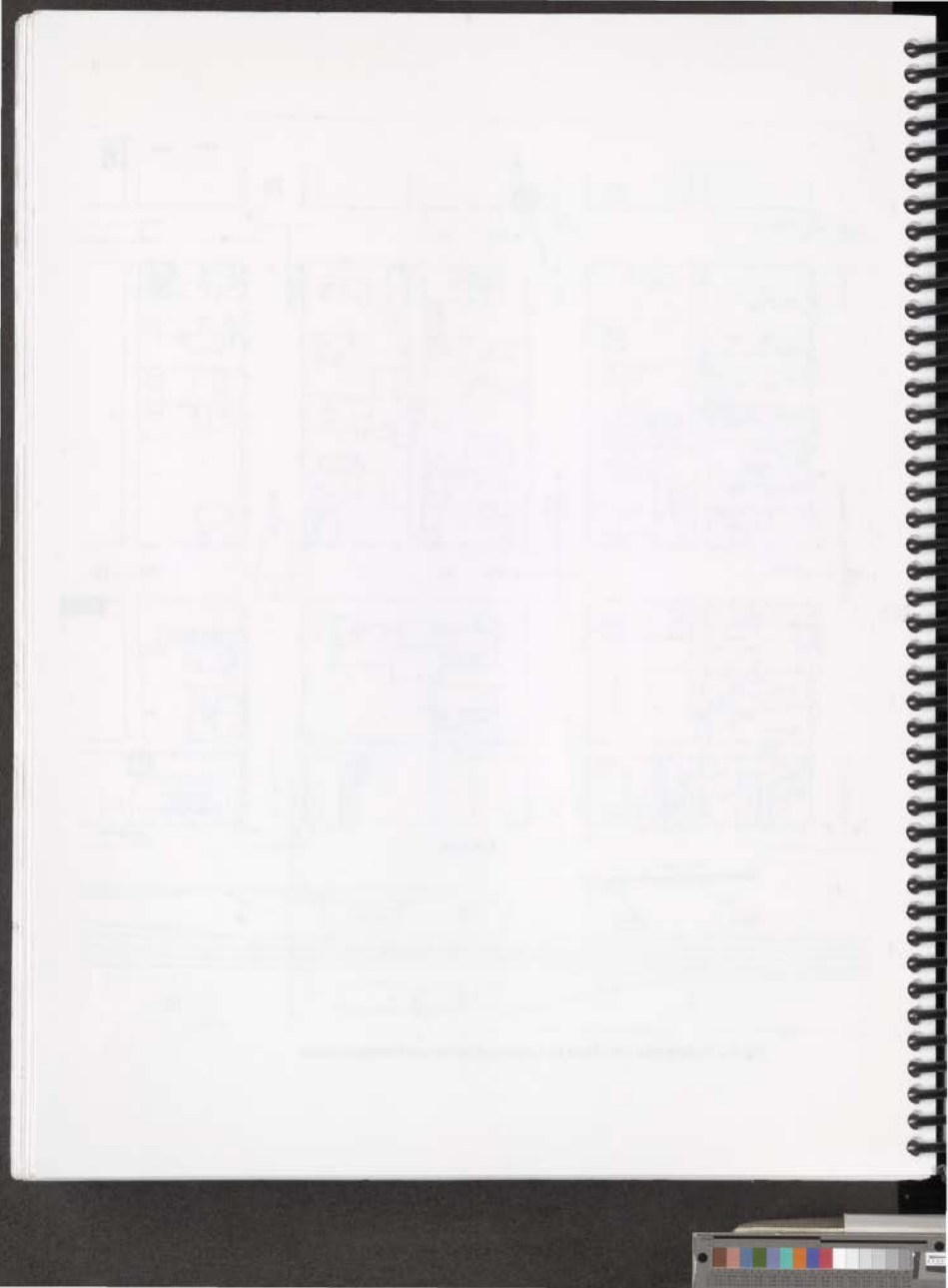


Fig. B-2 Sanborn Map 1947 Sheet 16. Courtesy of the Nevada Historical Society



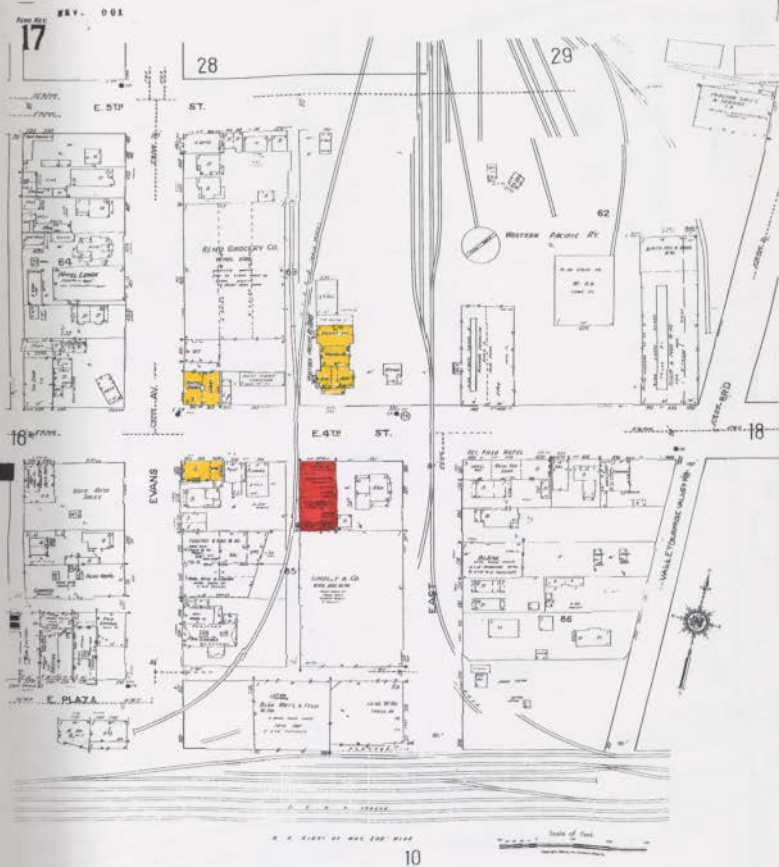
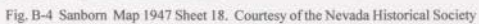
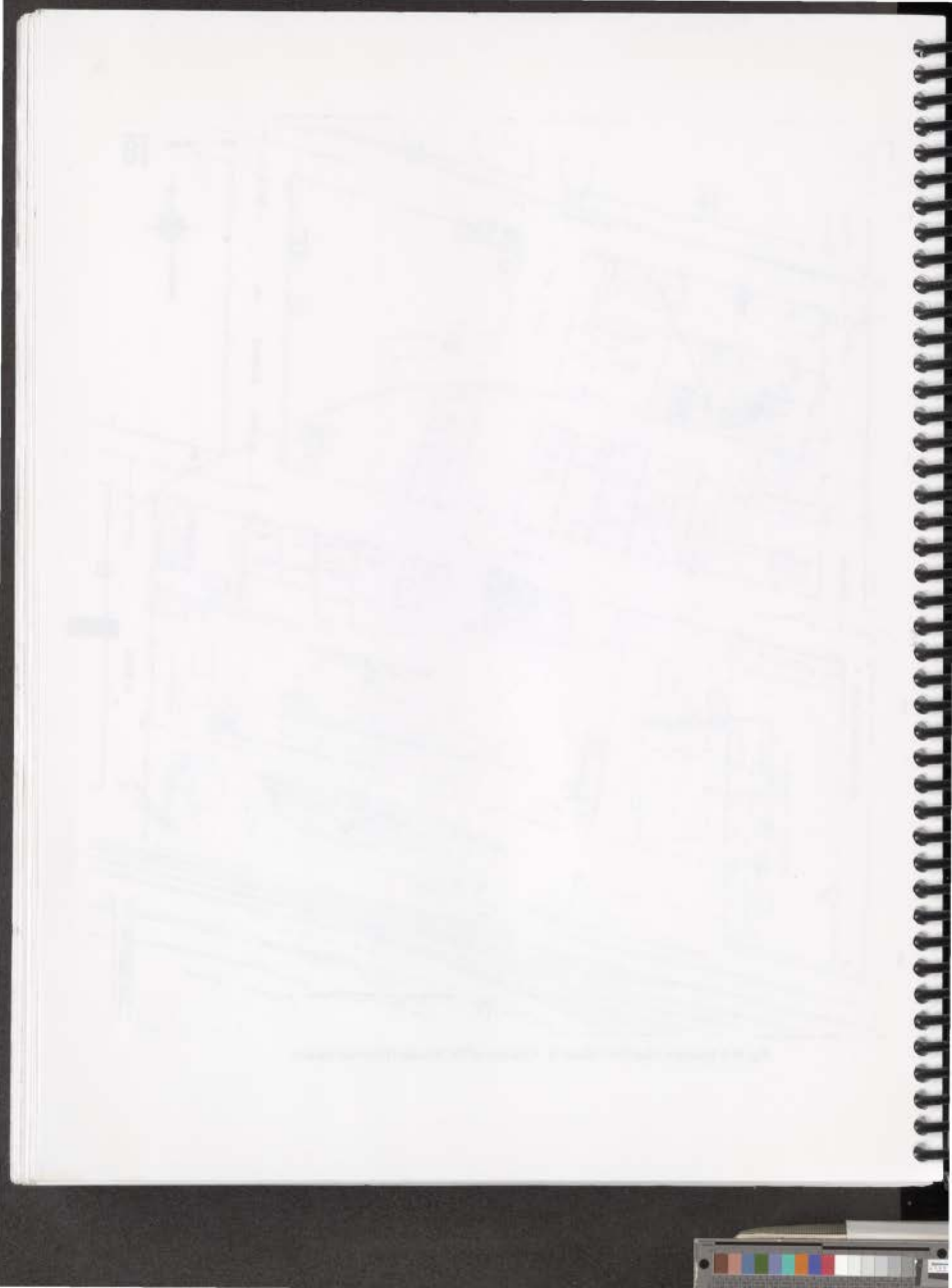


Fig. B-3 Sanborn Map 1947 Sheet 17. Courtesy of the Nevada Historical Society







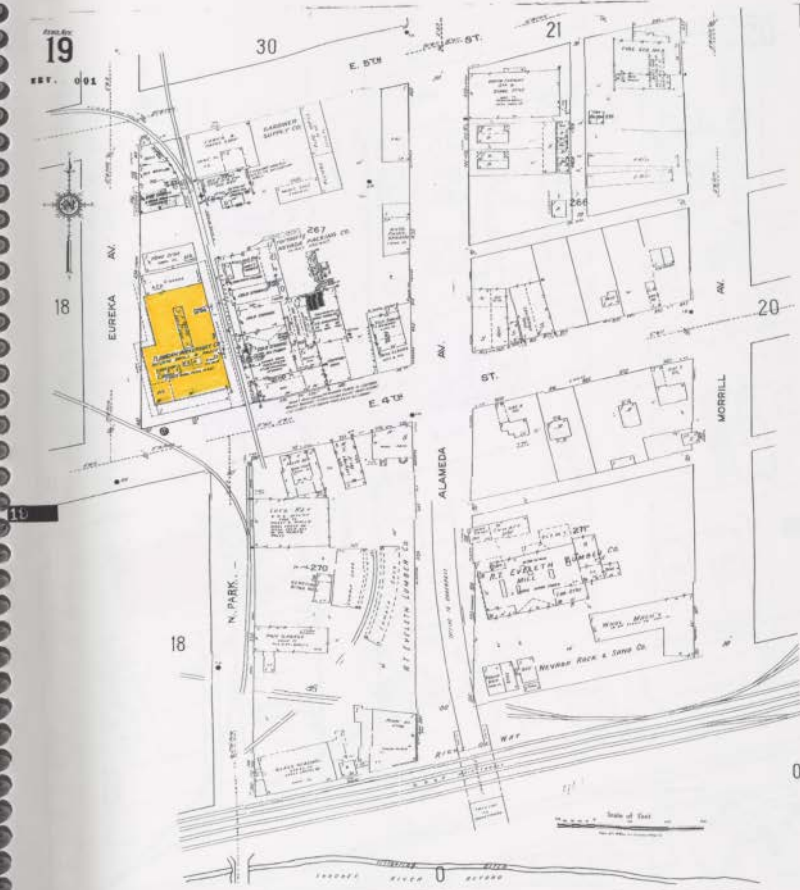


Fig. B-5 Sanborn Map 1947 Sheet 19. Courtesy of the Nevada Historical Society





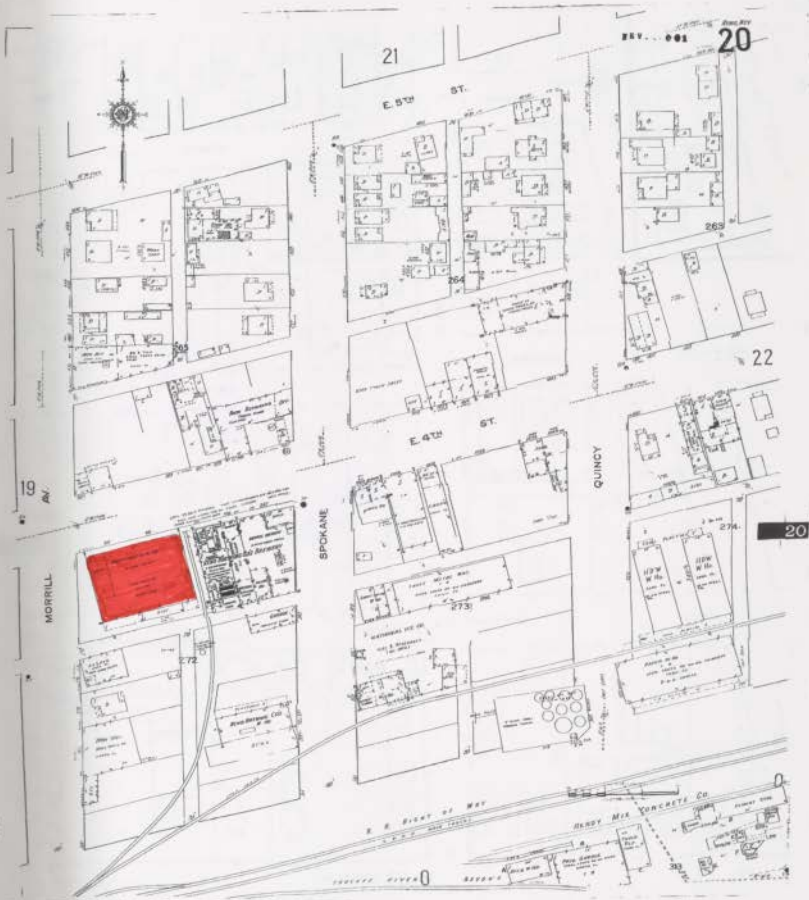


Fig. B-6 Sanborn Map 1947 Sheet 20. Courtesy of the Nevada Historical Society



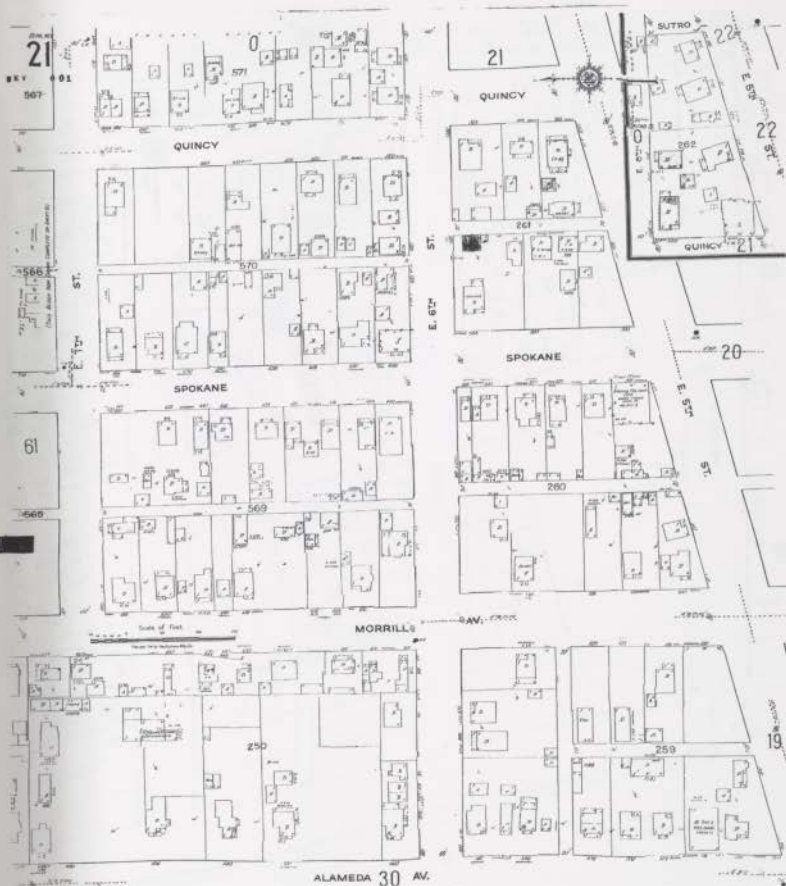
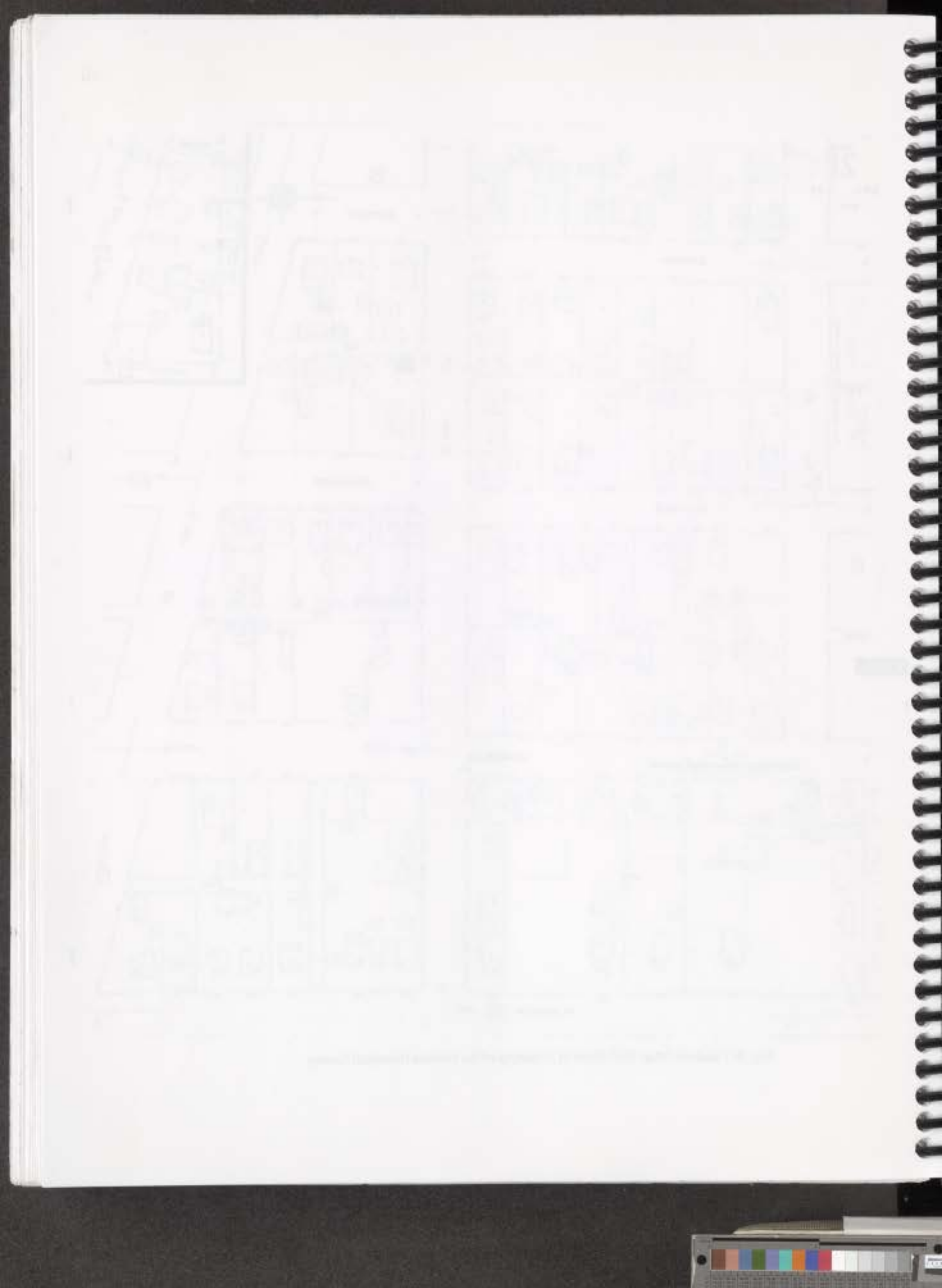


Fig. B-7 Sanborn Map 1947 Sheet 21. Courtesy of the Nevada Historical Society



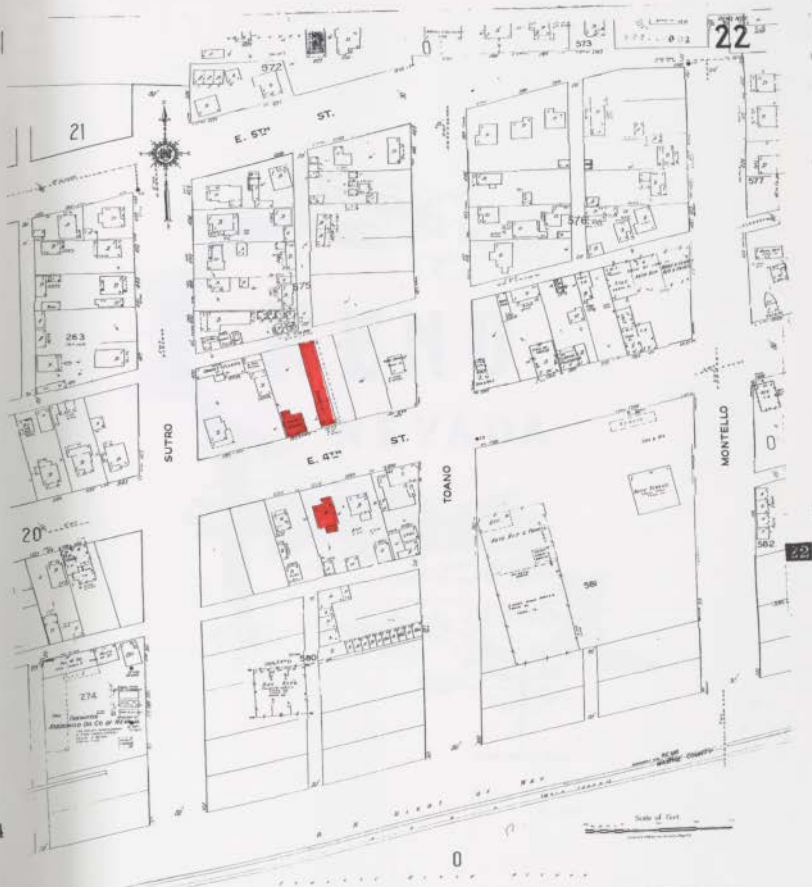
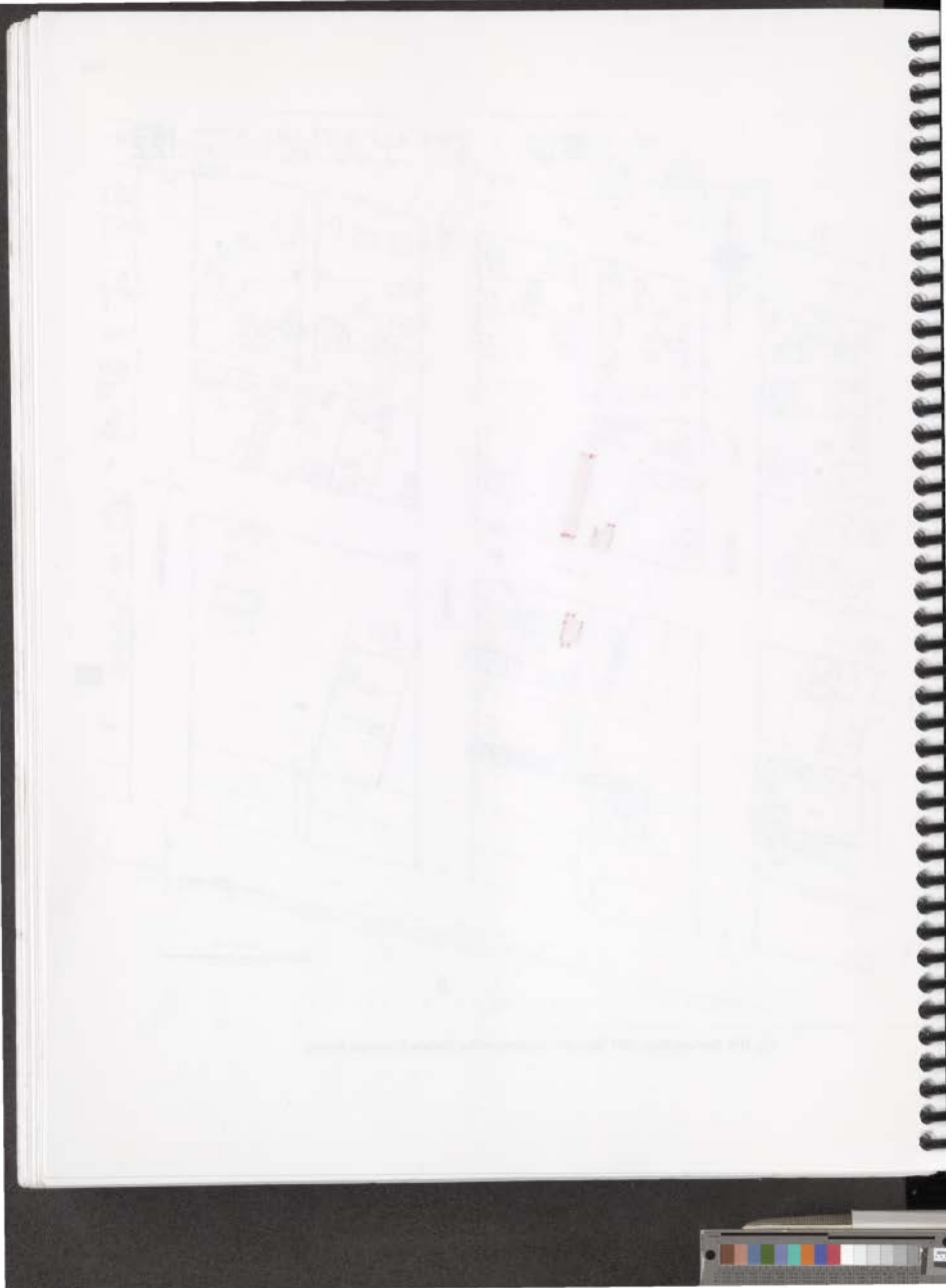
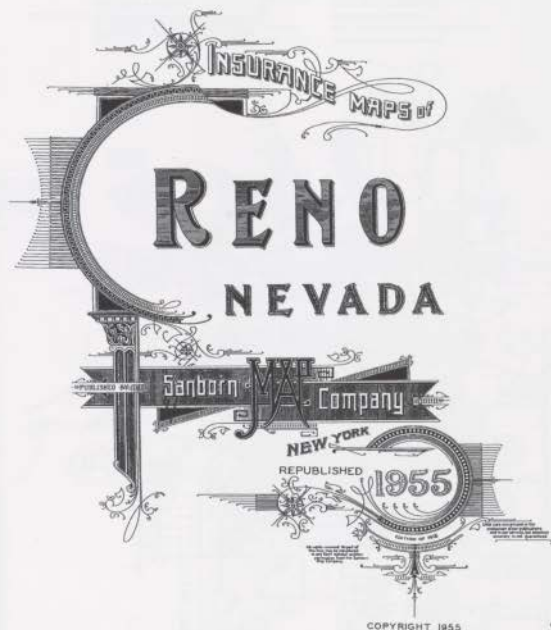


Fig. B-8 Sanborn Map 1947 Sheet 22. Courtesy of the Nevada Historical Society





F 19083

LC

Fig. C-1 Sanborn Insurance Map 1955. Courtesy of the Nevada Historical Society

# RENO NEVADA



RENO, NEVADA



REVISED  
NEW MAP  
"N.B."  
AUG. 1954

2880  
WASHOE COUNTY, NEVADA  
NEW REPORT, AUGUST 1954

**CITY IN GENERAL**

**POPULATION:** 35,579 (1950 U.S. Census).

**METEOROLOGY:** Prevailing winds W. & S.W.

**TOPOGRAPHY:** Practically level except that portion of city north of Ninth Street which is 50' to 100' higher than business section.

**STREETS:** Approximately 16 streets unimproved.

**FIRE FIGHTING FACILITIES**

**WATER SUPPLY:** Privately owned, Sierra Pacific Power Company, pumping capacity in principal sections 30,000,000 gal. per day. Total pumping capacity 15,000,000 gal. (deep) ponds. Total storage capacity 75,000,000 gal.

**FIRE DEPT.:**

Fully paid with 1 chief, 55 firemen and 55 volunteer firemen. 1 station.

**FIRE ALARM:**

Consists entirely with loudspeakers in Central Station, 140 W. Commercial Row.

**STRUCTURAL REGULATIONS**

Wind shingles prohibited in residential sections.

**ROOFING:**

See above construction prohibited.

**FIRE LIMITS:**

See above construction prohibited.

12 Information contained in this map, including properties, is made to indicate a general impression of the city and is not to be used as a basis for any legal action. It is not to be used as a basis for any legal action. It is not to be used as a basis for any legal action.



Fig. C-2 Sanborn Map 1955 Key Sheet. Courtesy of the Nevada Historical Society



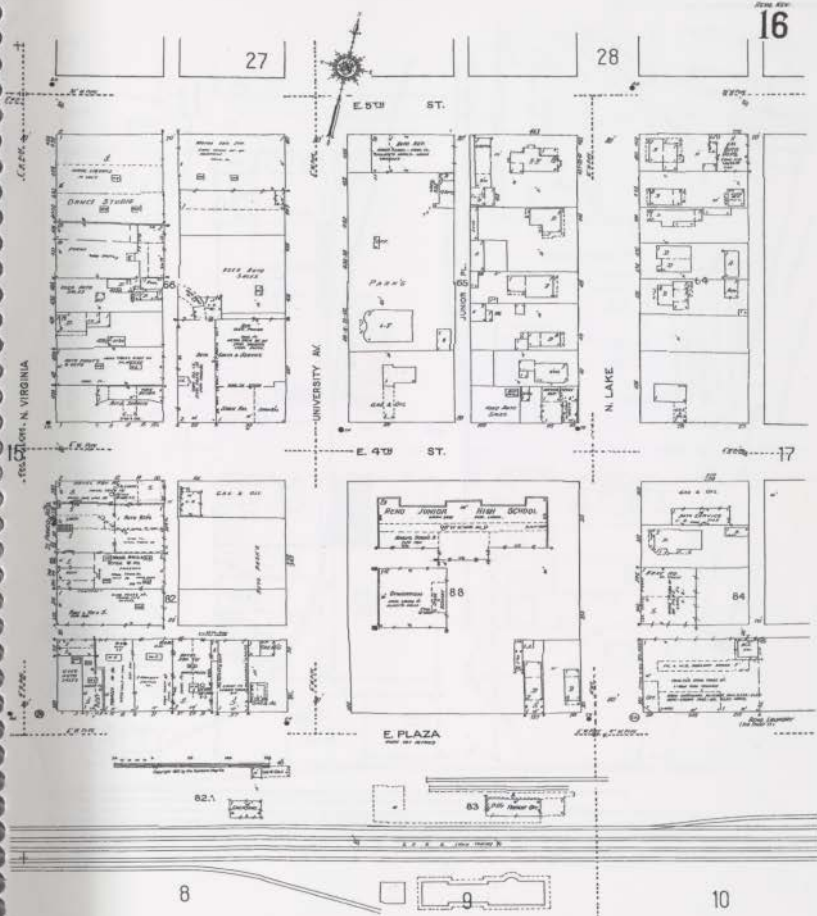
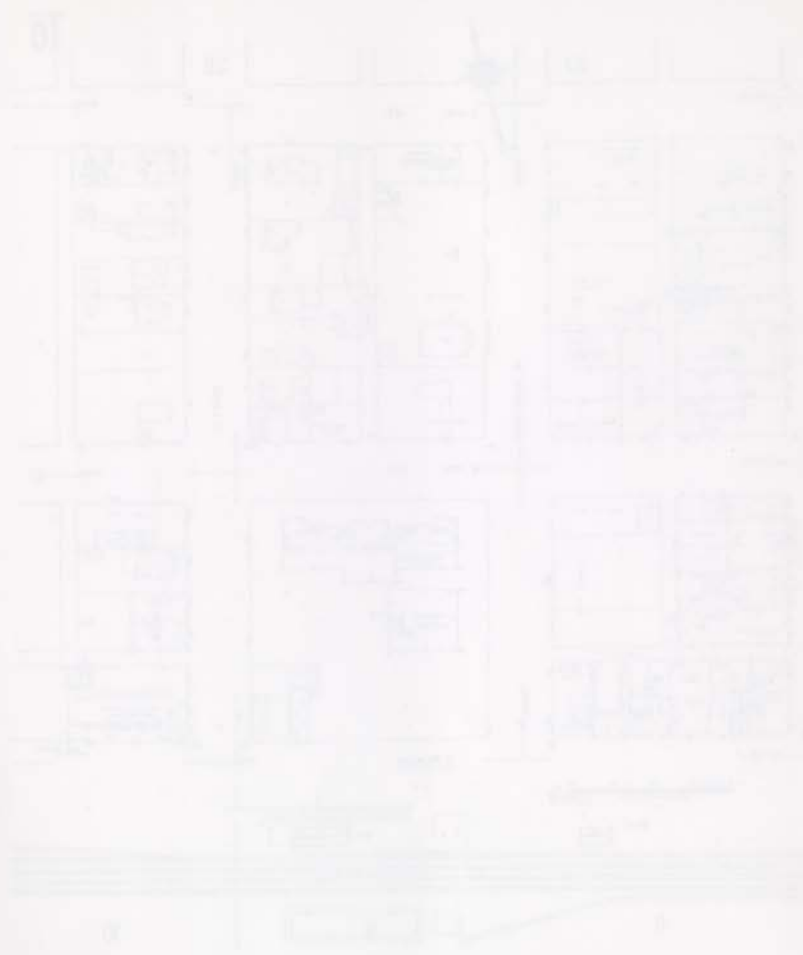


Fig. C-3 Sanborn Map 1955 Sheet 16. Courtesy of the Nevada Historical Society



Original drawing of school plan, 1910, showing school layout



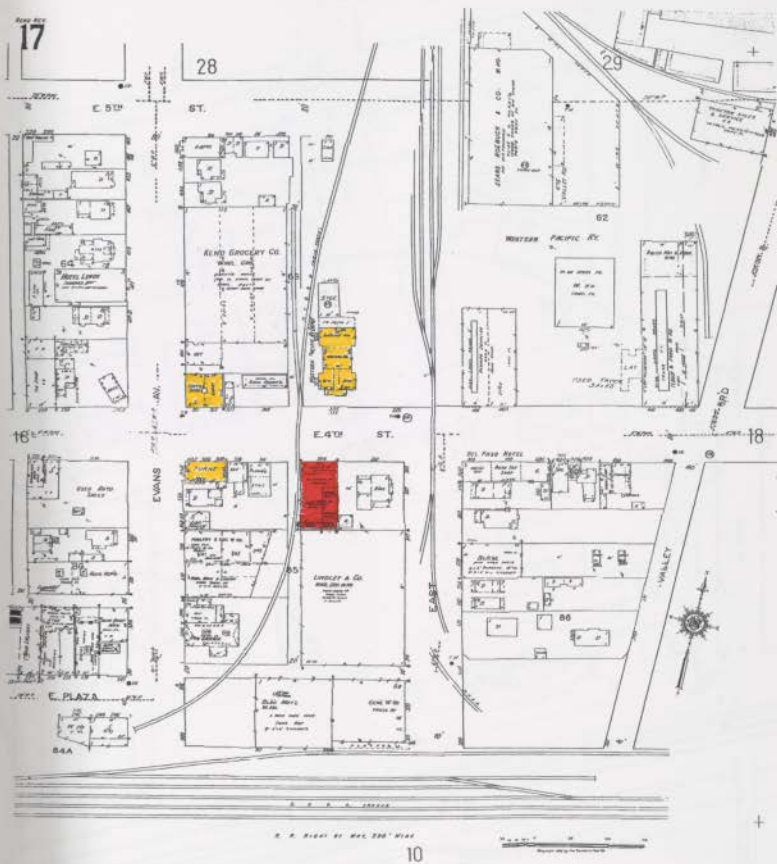


Fig. C-4 Sanborn Map 1955 Sheet 17. Courtesy of the Nevada Historical Society



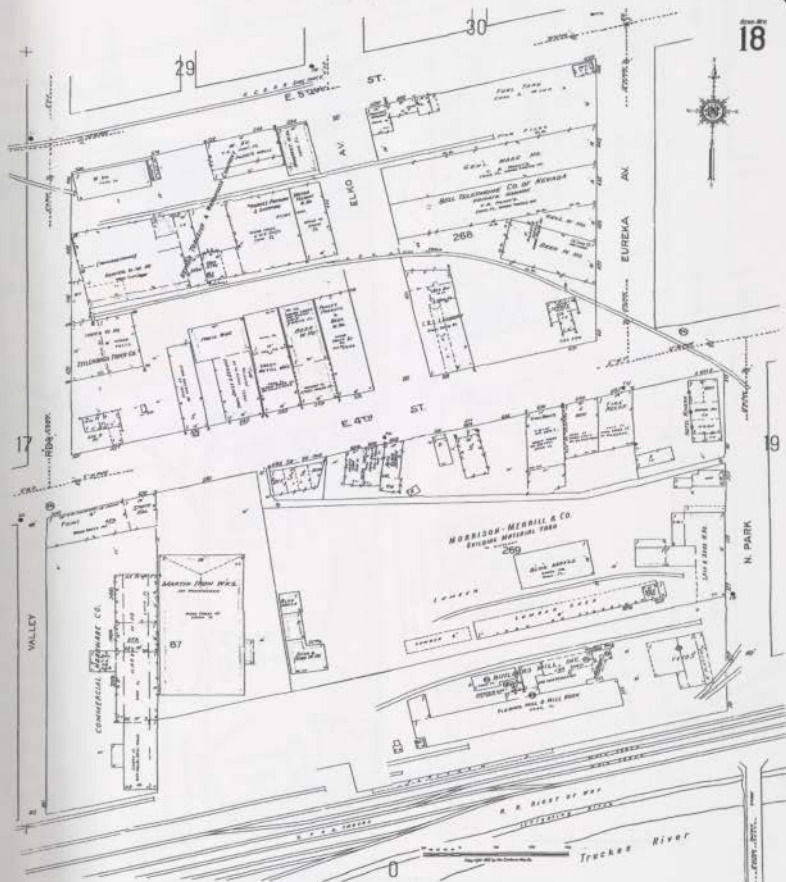
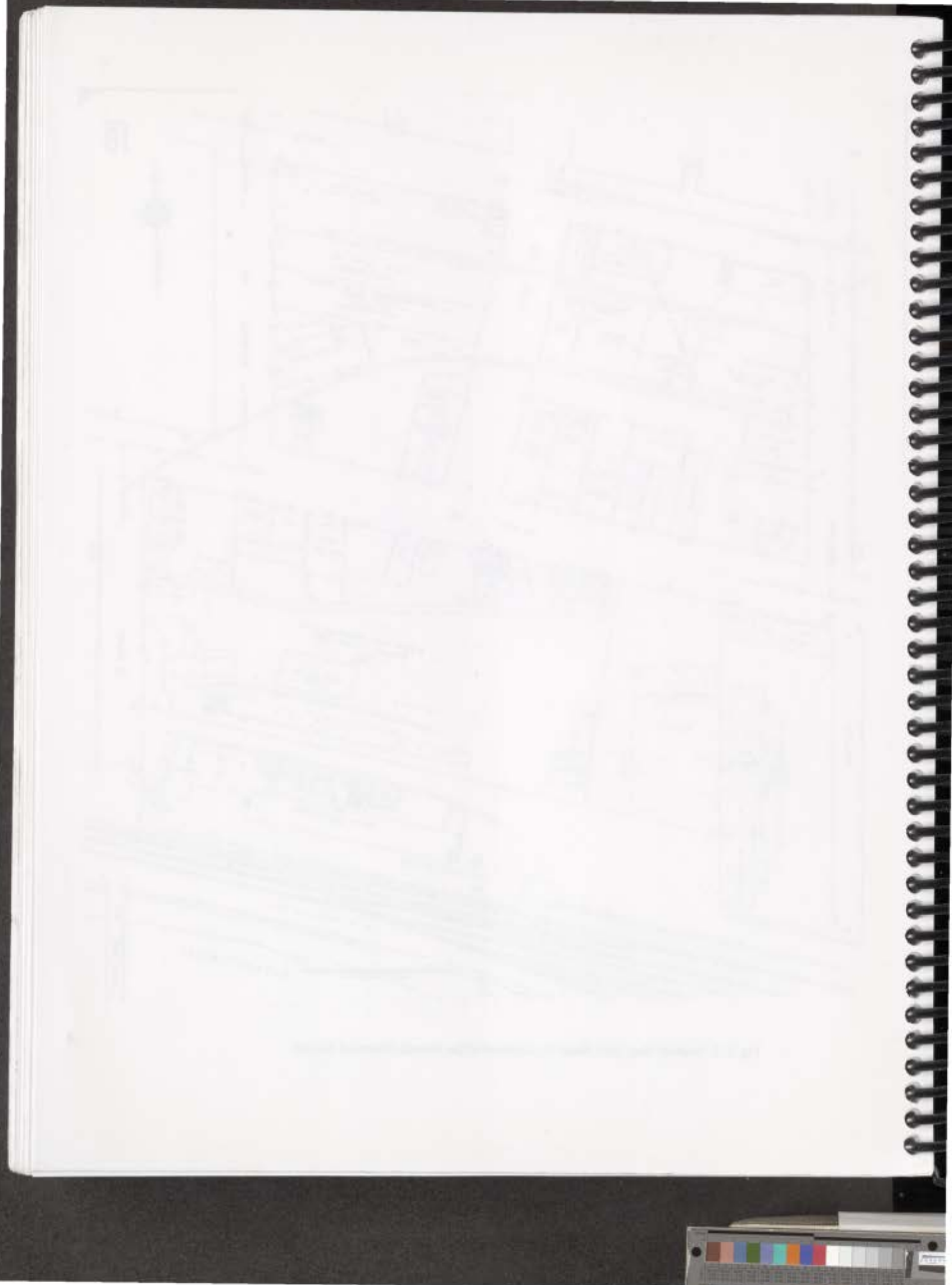


Fig. C-5 Sanborn Map 1955 Sheet 18. Courtesy of the Nevada Historical Society







19

30

21

20

vi

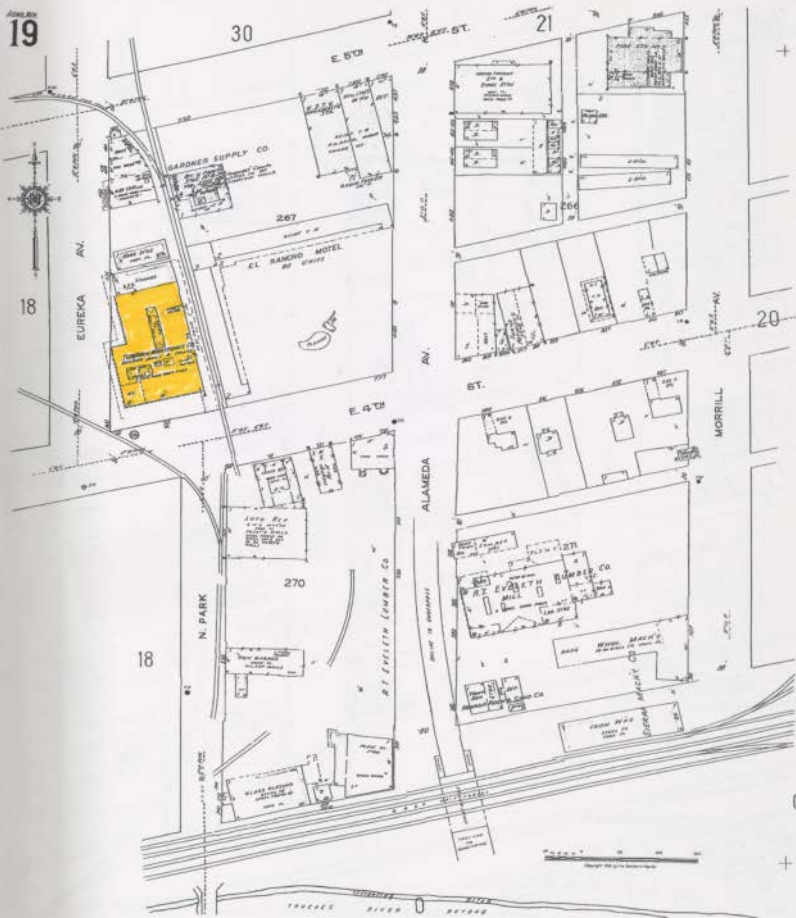


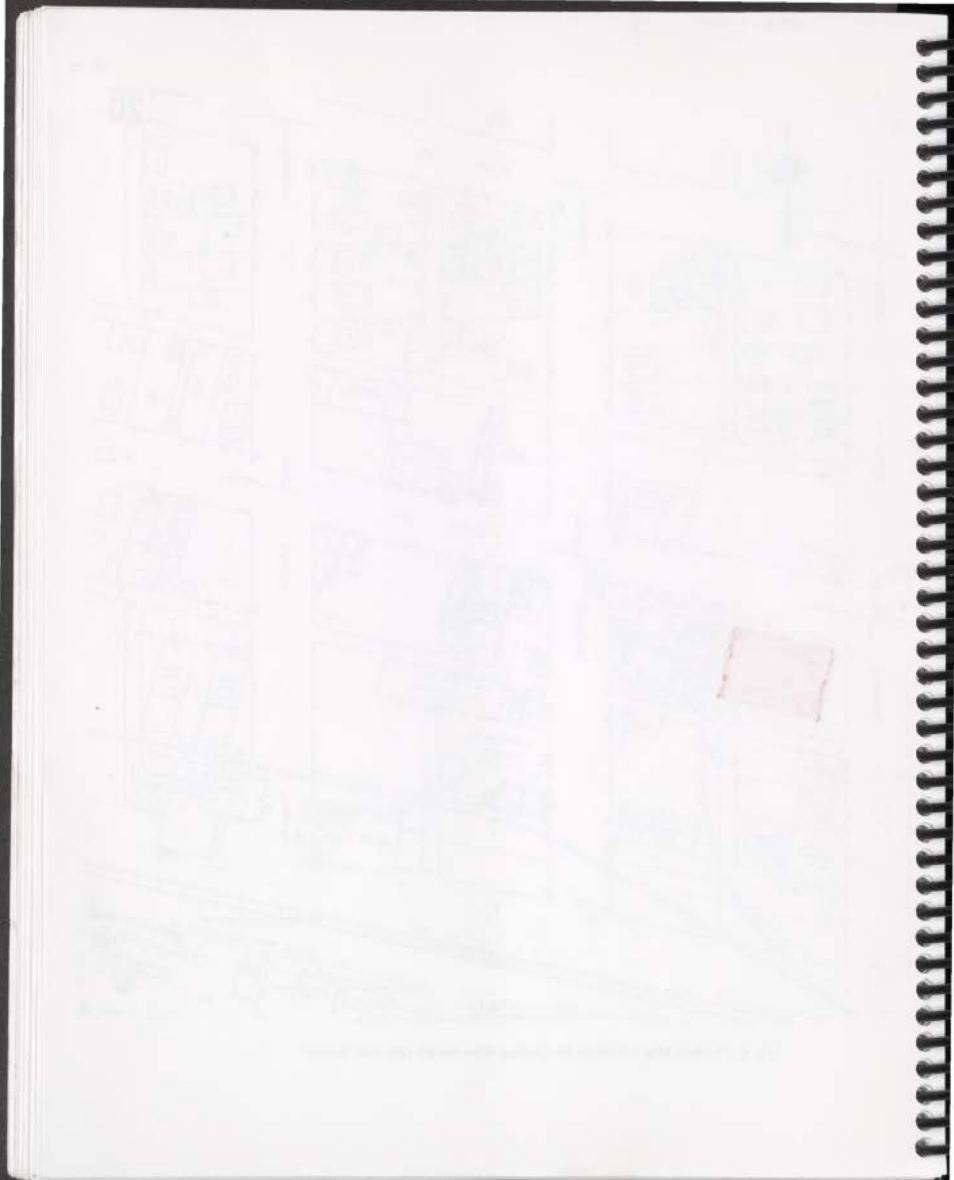
Fig. C-6 Sanborn Map 1955 Sheet 19. Courtesy of the Nevada Historical Society



Architectural drawing of the building complex, showing the layout of the rooms and the central courtyard area.



Fig. C-7 Sanborn Map 1955 Sheet 20, Courtesy of the Nevada Historical Society



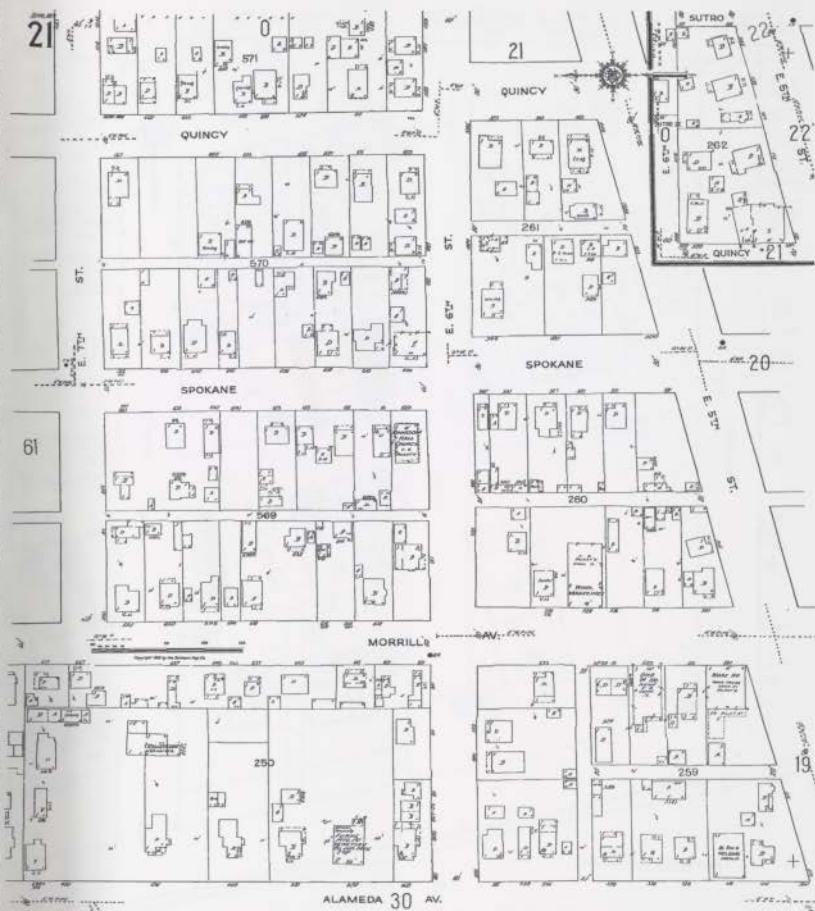
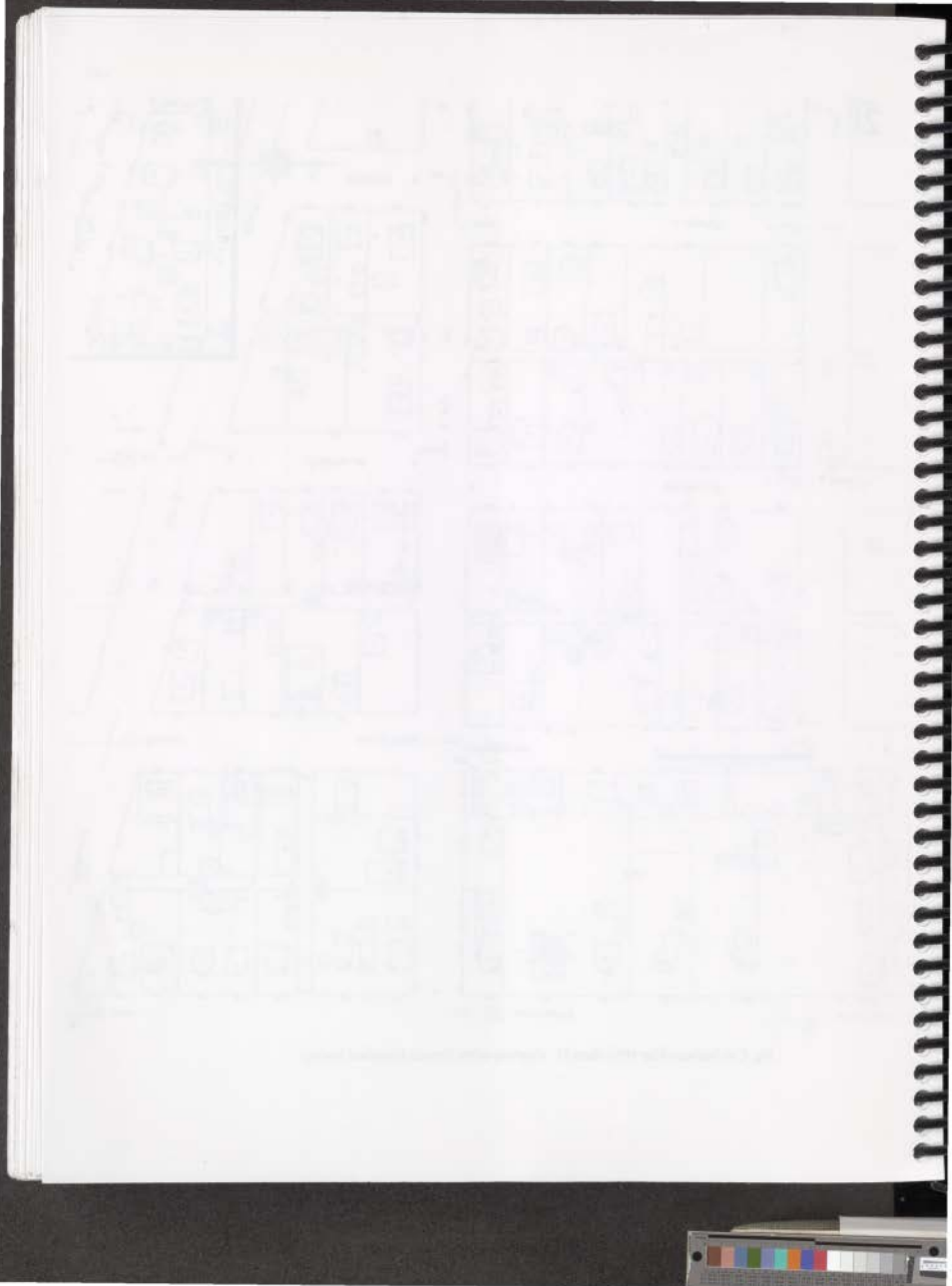


Fig. C-8 Sanborn Map 1955 Sheet 21. Courtesy of the Nevada Historical Society



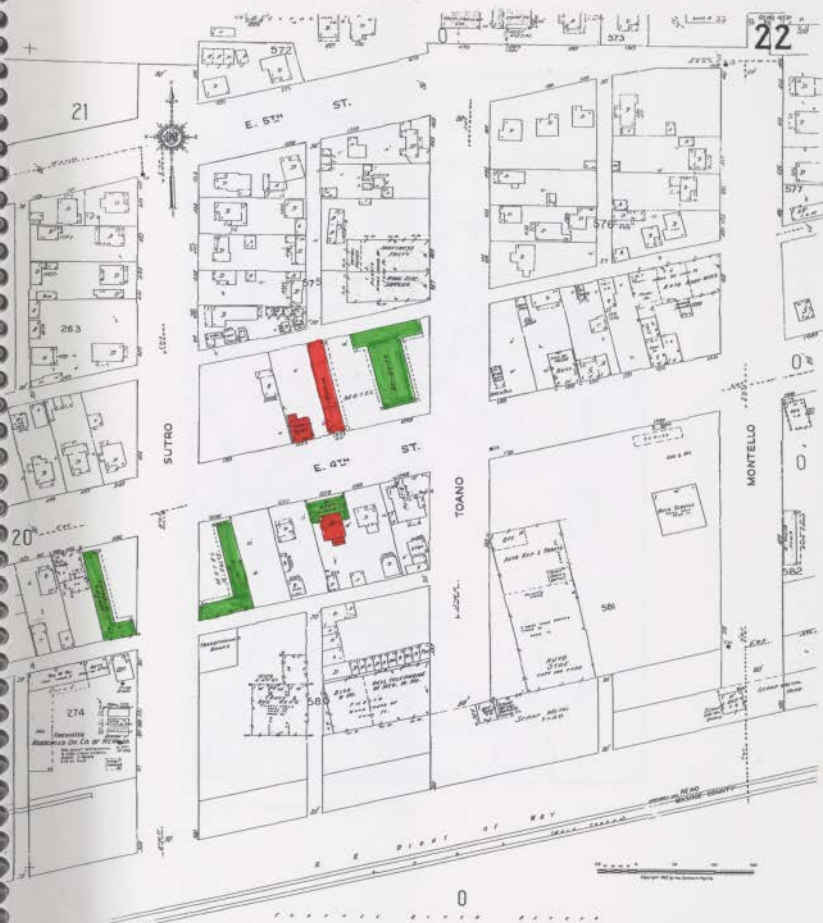
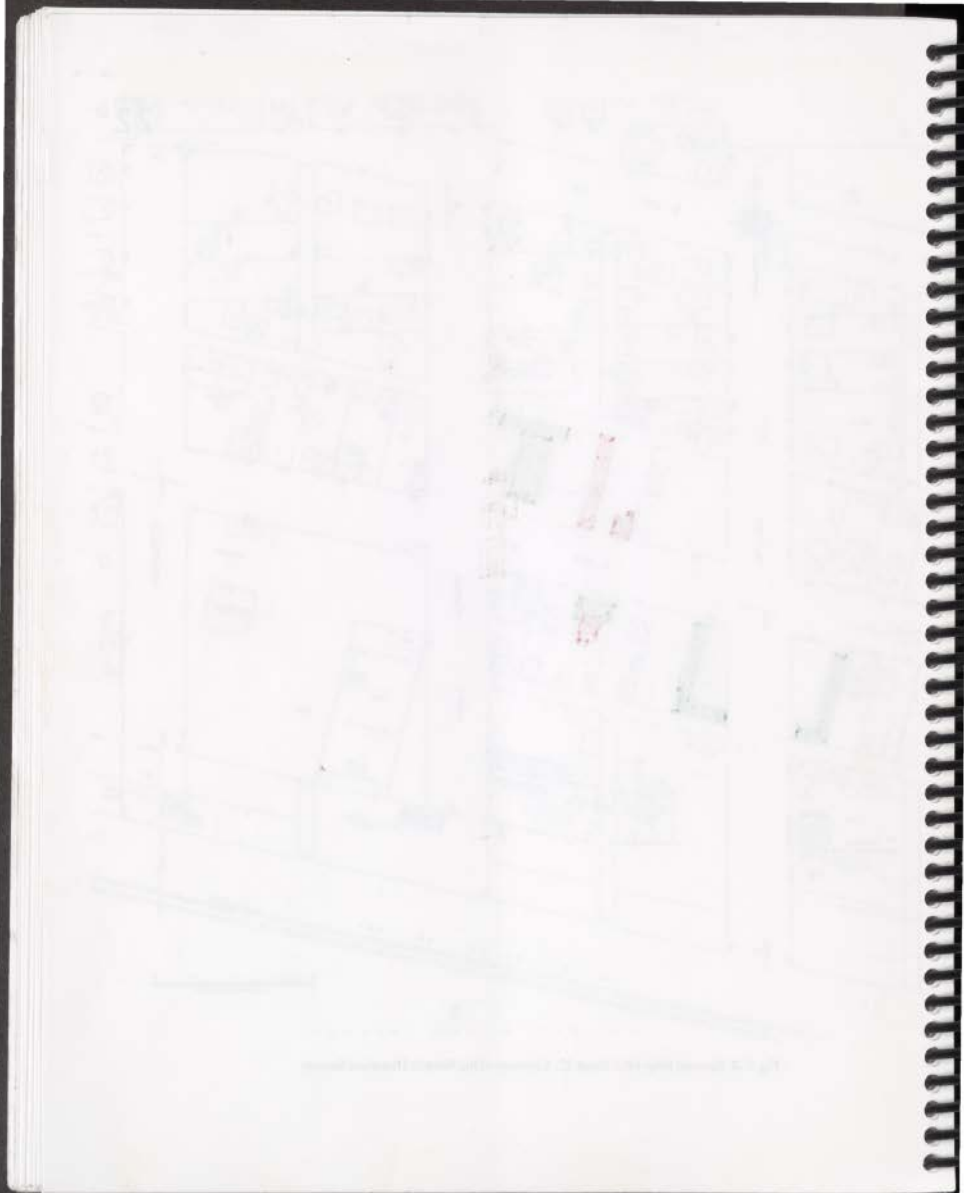


Fig. C-8 Sanborn Map 1955 Sheet 22. Courtesy of the Nevada Historical Society







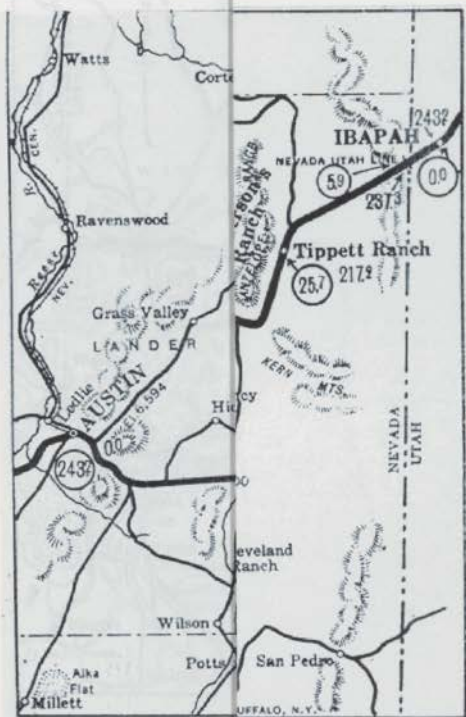


Fig. D-1. Lincoln Highway through es

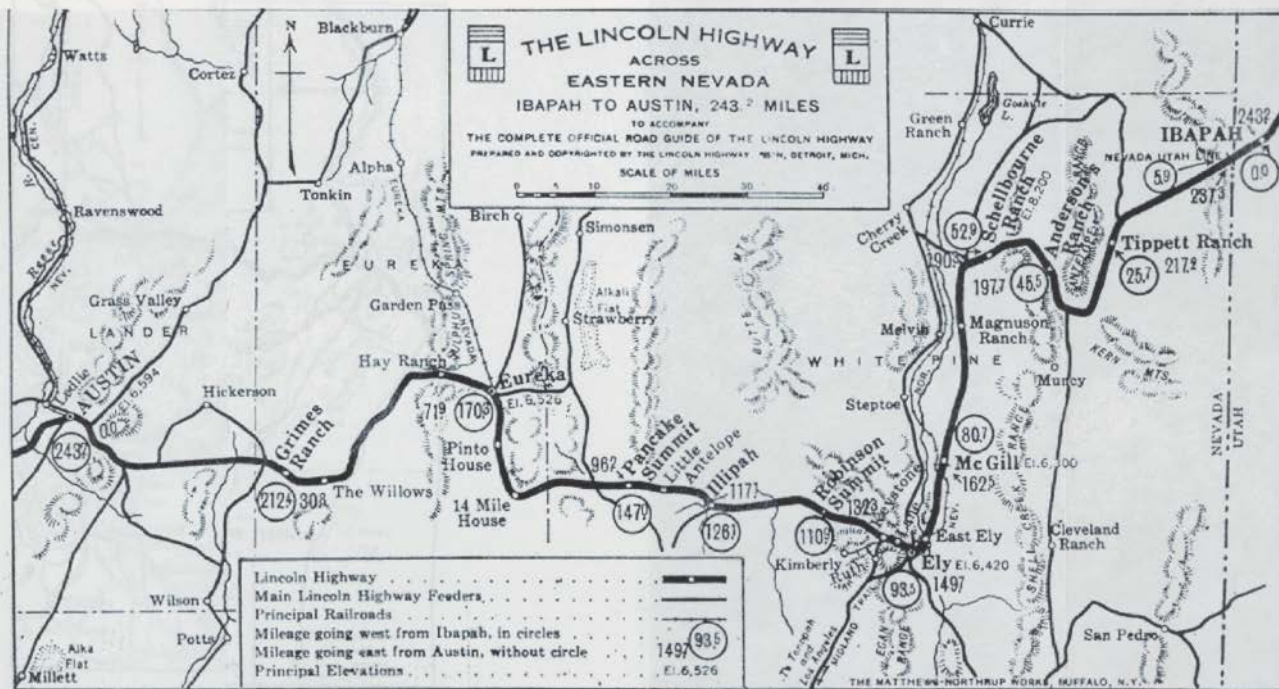


Fig. D-1. Lincoln Highway through eastern Nevada. [www.caltech.edu](http://www.caltech.edu)





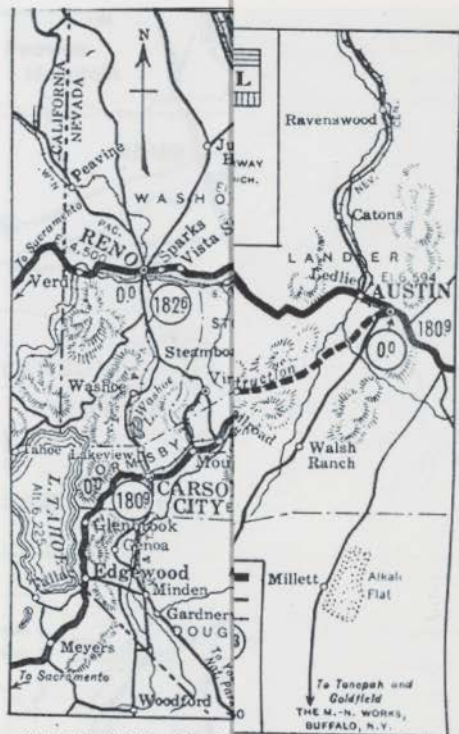


Fig. D-2. Lincoln Highway through w



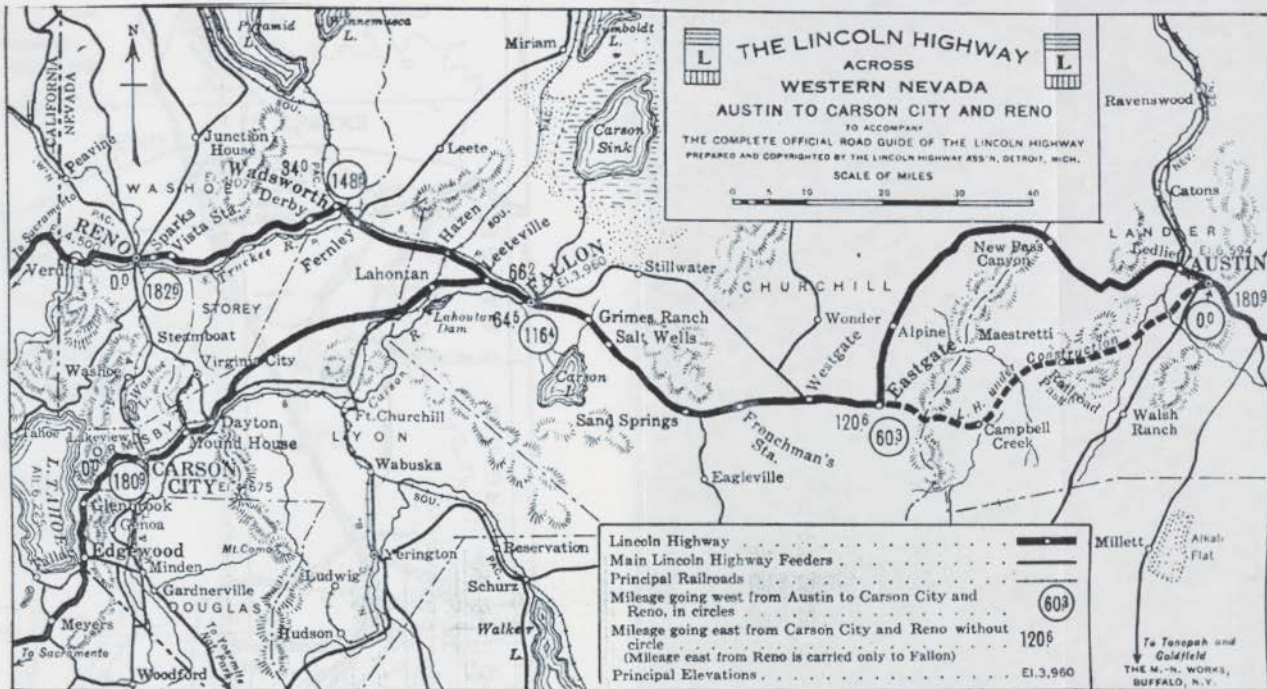
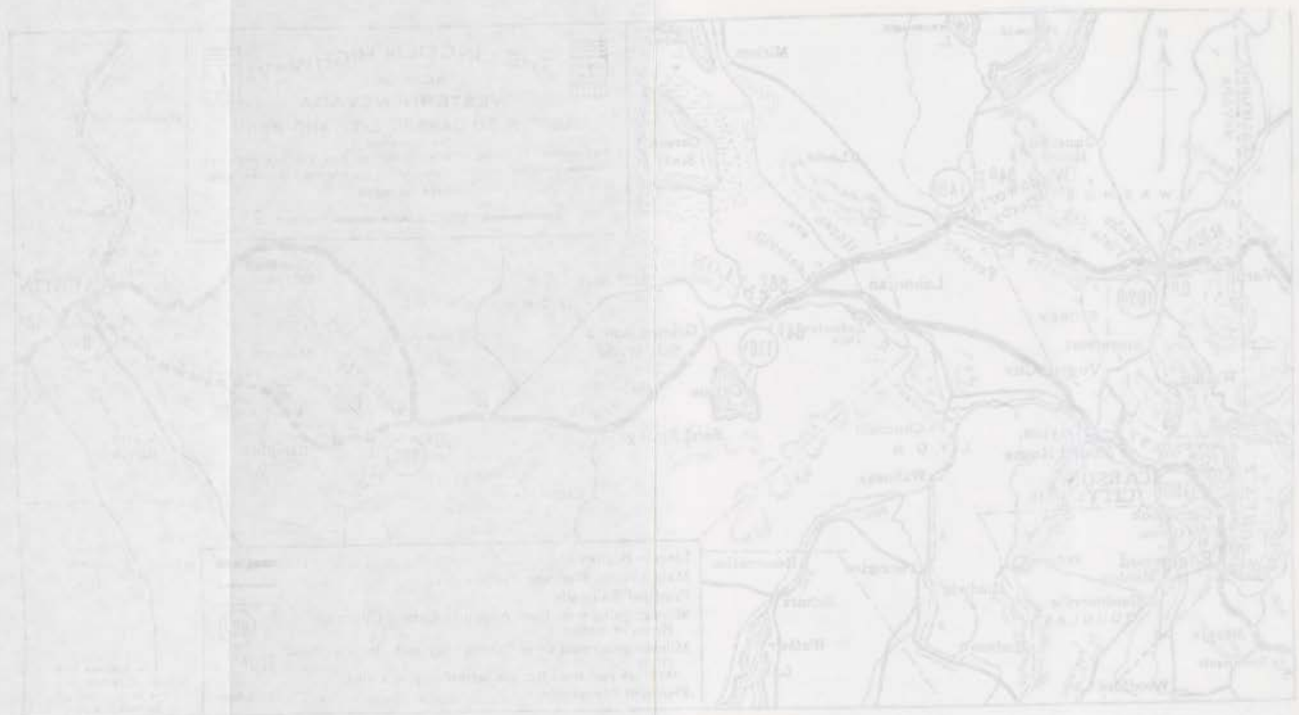
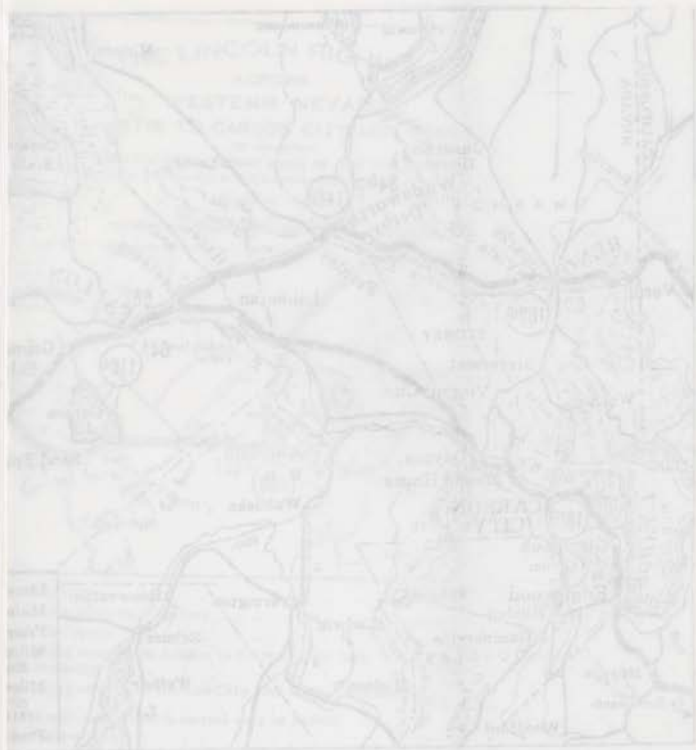


Fig. D-2. Lincoln Highway through western Nevada. [www.caltech.edu](http://www.caltech.edu)



Map of Lake Charles and vicinity, Louisiana, showing the location of the Lake Charles Airport.





U.S. Geological Survey, 1964





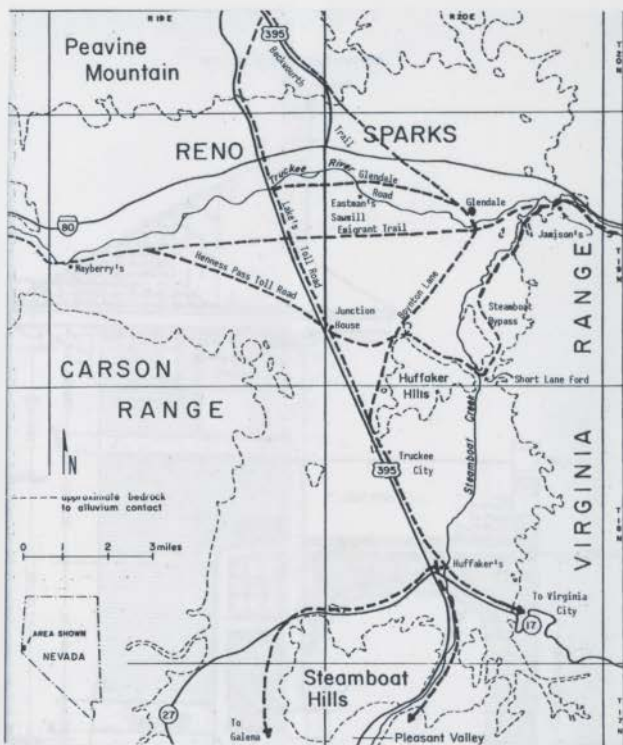


Fig. D-3, Truckee Meadows Basin map. Nevada Bureau of Mines and Geology Report 25 (Myrick Vol. 1, 1962, page 57)



U.S. GEOLOGICAL SURVEY, WATER RESOURCES DIVISION, REGIONAL HYDROLOGIC DATA CENTER, RENO, NEVADA  
 1:50,000 Scale

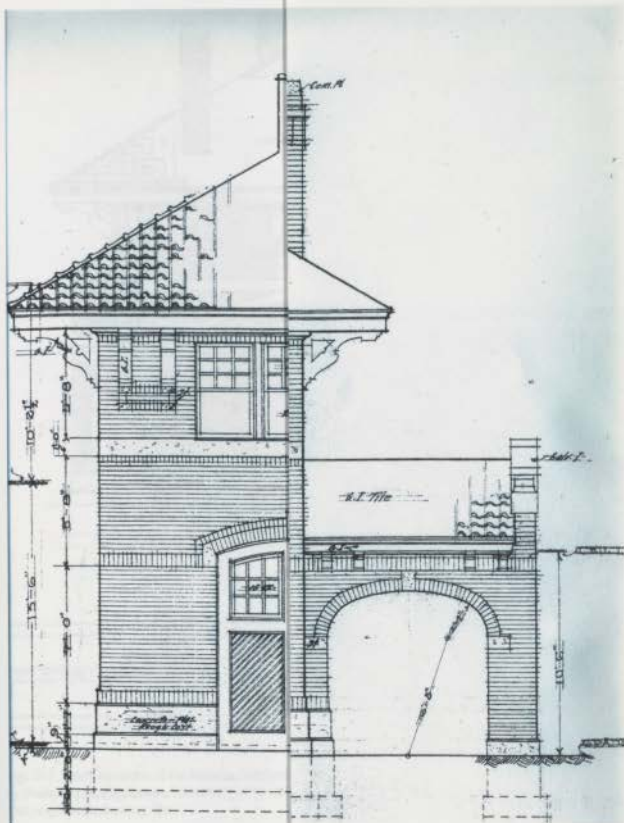


Fig. D-4. West elevation of the Nevada-California building designed by Frederic DeLongchamps. University of California, Berkeley. Frederic J. DeLongchamps drawing file

Fig. D-4. West elevation of the Nevada-California-Oregon passenger depot in Lakeview, Oregon designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



1. The building is a two-story structure with a central entrance and a large arched window above it. The drawing is a line drawing showing the facade of the building.

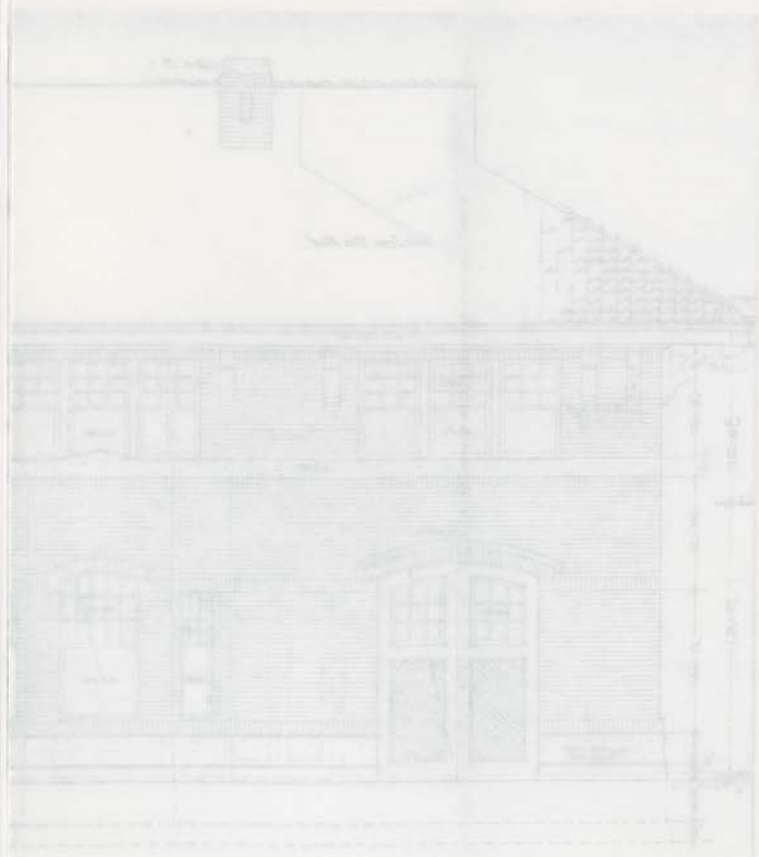


Fig. 1. - Elevation of the building shown in the photograph on page 10. The building is a two-story structure with a central entrance and a series of windows. The drawing is a pencil sketch of the building's facade.



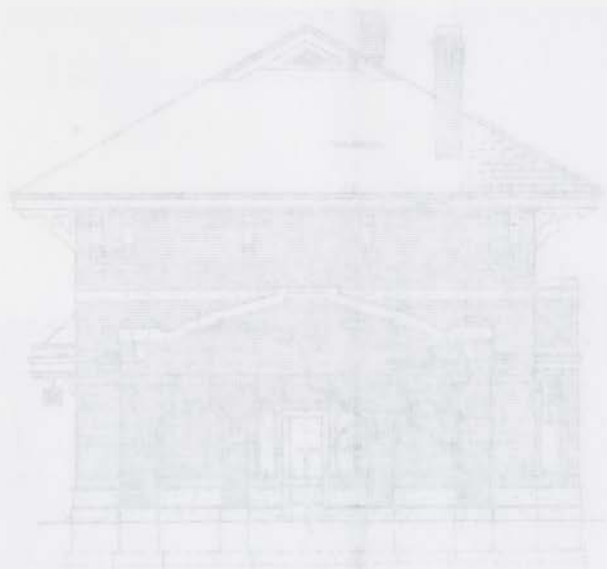


ELEVATIONS:

NEVADA-CALIFORNIA-OREGON BLDG.  
LAKEVIEW OREGON  
FREDERIC DELONGCHAMPS  
ARCHT.  
ANTHONY & CO. CHICAGO

⑥

Fig. D-5. South elevation of the Nevada-California-Oregon passenger depot in Lakeview, Oregon designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



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UNIVERSITY OF CALIFORNIA, BERKELEY





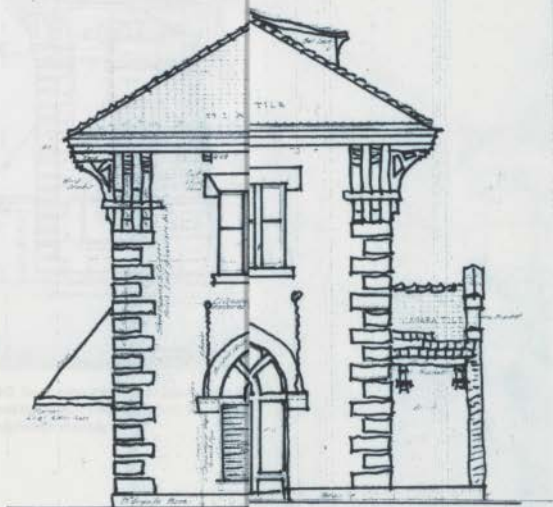


Fig. D-6. West elevation  
Nevada designed by Frederic J. DeLongchamps

CENTRAL OFFICE BUILDING  
CAL. & OREGON RAILWAY  
ARCHT. RENO, NEVADA.



Fig. D-6. West elevation (track elevation) of the Nevada-California-Oregon passenger depot in Reno, Nevada designed by Frederic DeLongchamps. University of Nevada - Reno Special Collections Library; Frederic J. DeLongchamps drawing file

5

DEPOT & GENL OFFICE BUILDING  
FOR NEV. CAL. & OREGON RAILWAY  
F. J. DELONGCHAMPS, ARCHT. RENO, NEVADA.



BACK ELEVATION

First floor of the building  
for the purpose of the  
drawing.

The building is shown in the drawing  
for the purpose of the drawing.



TRUCK BUILDING

Architectural drawing of a building facade, showing a pedimented structure with columns and arched openings. The drawing is oriented upside down on the page.

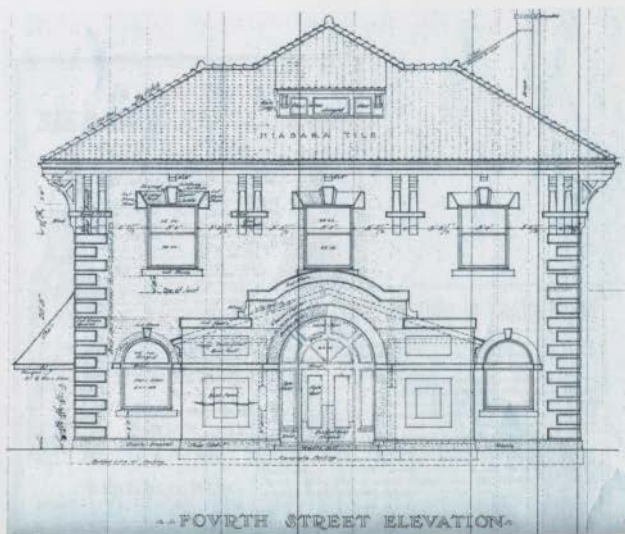
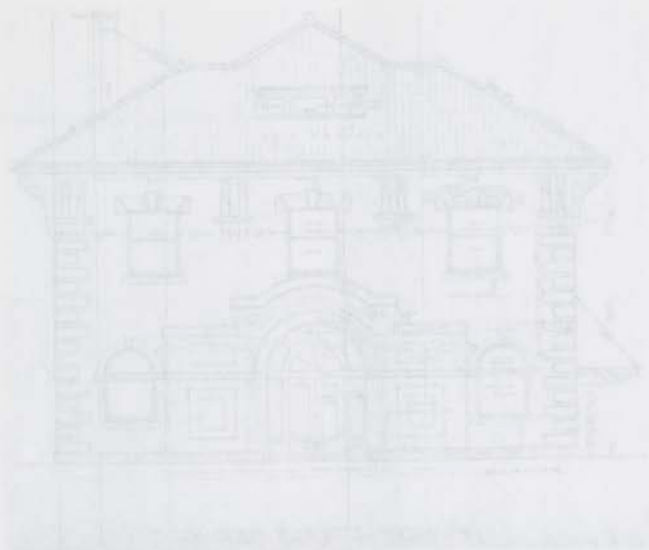


Fig. D-7. South elevation (Fourth Street) of the Nevada-California-Oregon passenger depot in Reno, Nevada designed by Frederic DeLongchamps. University of Nevada – Reno Special Collections Library; Frederic J. DeLongchamps drawing file



Architectural drawing of a two-story building facade, showing a central entrance with a pediment, flanked by windows. The drawing is very light and appears to be a reproduction or a very faint sketch.





*In Many Homes*  
**SIERRA or ROYAL Beer**  
*Is the Best Part of  
the Evening Meal*



Many people have learned that "Sierra" or "Royal" Beer served with the evening meal is the best of appetizers and the most sensible aid to digestion. They have discovered that either of these pure, wholesome beers gives just the mild, cheering stimulation needed at the lag end of the day. They have found that drinking "Sierra" or "Royal" Beer at bedtime is followed by clearer eyes, rosier cheeks, and new sense of comfort, content and well being.

The ever-growing popularity of "Sierra" or "Royal" is the home testifier to our following of quality and quality is the exclusive characteristic of our beer in our careful bottling, which puts a beer into your home as pure, mother wholesome as it is in our larger casks.

A Telephone Order Ring!  
**PHONE 581**  
Will bring a case promptly  
to your door.

**RENO BREWING**  
RENO

## Take a Little Journey in Contentment

Anybody can take a little journey in contentment any time—just by keeping a few bottles of Sierra or Royal Beer in the home ice box.

EST. 1904  
RENO, NEVADA  
BOTTLED IN A HYGIENIC, MODERN PLANT  
SOLELY FOR EXPORT AND RETAIL SALE  
IN THE UNITED STATES AND CANADA

At meal time, when Sierra or Royal Beer helps the appetite and digestion—at night, when a cool bottle soothes the nerves and brings refreshing sleep—on picnics, outings and parties, Sierra or Royal helps to make them all "Little Journeys in Contentment".

And when you take a little journey with Sierra or Royal Beer, you travel first-class, for no other beer can give you the same delight as the home Brew. A telephone order ringing 581 will bring a case promptly to your door.

**RENO BREWING CO.**

RENO      NEVADA



Advertisements from the Nevada Newsletter of 1916.  
(Courtesy: Nevada Historical Society)

Fig. D-8. Advertisement for the Reno Brewing Company 1916. Courtesy of the Nevada Historical Society





# RENO CADILLAC SERVICE

A Link in the Chain of Service  
Stations Along the  
**Lincoln National Highway**

When the Lincoln Highway is finished there will be thousands of Cadillac service stations along the route to attend to the needs of Cadillac owners. Do you realize the value of this service to you?

The car of a thousand wonders. When you buy a Cadillac you get a car of dependability, luxury, service, backed by the Cadillac service, no matter where you tour.

1914



The Car Is on the Salesfloor for Your Inspection

**Western Auto  
Supply Co.**  
STATE DISTRIBUTERS

Fig. D-9. A car ad circa 1914 for the Reno Cadillac Service promoting the Lincoln Highway. Nevada Historical Society

# CADILLAC SERVICE

A Link in the Chain of Service  
 Stations Along the  
 Lincoln National Highway

Now the Lincoln Highway is linked from west to east by Cadillac service stations. Wherever you travel on the Lincoln Highway, you will find a Cadillac service station. It is a link in the chain of service.

The world's greatest motor car. When you buy a Cadillac, you get a car which is built to last. It is built to give you the most service for the least money.

1911

The Car is on the Safest for your Inspection  
 Western Auto  
 Supply Co.  
 ST. LOUIS, MO.

Copyright 1911 by Western Auto Supply Co. All rights reserved. Printed in the U.S.A.

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Introduction

The purpose of this study is to investigate the effects of the proposed system on the performance of the participants. The study was conducted in a laboratory setting with a sample of 30 participants. The participants were divided into two groups: a control group and an experimental group. The control group used the traditional system, while the experimental group used the proposed system. The performance of the participants was measured using a series of tasks. The results of the study show that the proposed system significantly improved the performance of the participants compared to the traditional system. The improvement was observed in all the tasks measured. The results also show that the proposed system was more user-friendly and easier to learn than the traditional system. The study concludes that the proposed system is a viable alternative to the traditional system and should be considered for implementation in a real-world setting.



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1. The first step in the process of identifying a problem is to define the problem clearly and concisely.

2. The second step is to gather information about the problem, including its causes and effects.

3. The third step is to analyze the information gathered in step 2, and to identify the underlying causes of the problem.

4. The fourth step is to develop a plan of action to address the problem, based on the analysis in step 3.

5. The fifth step is to implement the plan of action, and to monitor the progress of the solution.

6. The sixth step is to evaluate the results of the solution, and to determine whether the problem has been resolved.

7. The seventh step is to document the solution, and to share it with others who may be facing a similar problem.

8. The eighth step is to reflect on the process of solving the problem, and to identify any lessons learned.

9. The ninth step is to apply the lessons learned to future problems, and to continue to improve the problem-solving process.

10. The tenth step is to conclude the problem-solving process, and to celebrate the success of the solution.

11. The eleventh step is to review the solution, and to determine whether it is still valid and effective.

12. The twelfth step is to update the solution, if necessary, based on new information or changing circumstances.

13. The thirteenth step is to communicate the solution, and to ensure that it is understood and accepted by all stakeholders.

14. The fourteenth step is to evaluate the overall impact of the solution, and to determine whether it has achieved the desired results.



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1. The first part of the paper is devoted to a general discussion of the problem of the existence of a solution of the system of equations (1) for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

2. In the second part, we consider the case of a linear system of equations (1) with constant coefficients. We show that in this case the system has a solution for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

3. In the third part, we consider the case of a nonlinear system of equations (1) with constant coefficients. We show that in this case the system has a solution for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

4. In the fourth part, we consider the case of a nonlinear system of equations (1) with variable coefficients. We show that in this case the system has a solution for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

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14. In the fourteenth part, we consider the case of a nonlinear system of equations (1) with variable coefficients. We show that in this case the system has a solution for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

15. In the fifteenth part, we consider the case of a nonlinear system of equations (1) with variable coefficients. We show that in this case the system has a solution for arbitrary values of the parameters  $\alpha$  and  $\beta$ .

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2. The second part of the book is devoted to a detailed study of the history of the world from the beginning of the world to the present day.
3. The third part of the book is devoted to a detailed study of the history of the world from the present day to the future.
4. The fourth part of the book is devoted to a detailed study of the history of the world from the future to the end of the world.
5. The fifth part of the book is devoted to a detailed study of the history of the world from the end of the world to the beginning of the world.
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1. The first of these is the fact that the system is not a simple one, but a complex one, involving many different factors.
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1. The first effect of the 1970s was a general increase in the number of people who were employed in the service sector of the economy.

2. The second effect was a general increase in the number of people who were employed in the manufacturing sector of the economy.

3. The third effect was a general increase in the number of people who were employed in the agricultural sector of the economy.

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14. The fourteenth effect was a general increase in the number of people who were employed in the part-time sector of the economy.

15. The fifteenth effect was a general increase in the number of people who were employed in the full-time sector of the economy.

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2. In the second part, we shall consider the case of a linear system of equations (1) and (2) and shall prove the existence of a unique solution for a given set of initial conditions.

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